

33rd Annual

“Specialize”

Your General Practice

August 31–September 2, 2018

Labor Day Weekend

Presented by Augusta University, Dental College of Georgia  
and the **Division of Professional and Community Education**  
at the Jekyll Island Club Hotel, Jekyll Island, Georgia



**AUGUSTA**  
UNIVERSITY

## PURPOSE

This continuing education experience is designed to offer the general practitioner insight into a number of diverse topics. The weekend will begin and end with a discussion on strategies and techniques to increase predictability, simplify processes, and enhance outcomes with dental implants. A review of the evaluation and management of the medically complex patient will complete Friday's offerings. Saturday's presentation will be an overview of the many financial considerations when operating a successful dental practice. Tax strategies to improve cash flow, and pension and retirement planning are just a few of the topics that will be covered in this content-rich, interactive course. Sunday's first presentation will be an introduction to the inclusion of the diagnosis and treatment of Temporomandibular Disorders into a comprehensive treatment plan. The second half of the lecture on improved implant outcomes will follow. In addition, we will be offering an update on the new state regulations regarding the prescribing of opioids to your patients.

## OBJECTIVES

At the completion of this course each participant should: recognize the fundamentals for successful implant outcomes; understand the concepts for phasing the long term or transitional rehabilitation; know the pros and cons of screw retained vs. cemented restorations; know how practice ownership better positions you to accumulate and retain wealth; understand the impact setting realistic goals for your business has on your personal financial goals; learn the importance of having a vision when following a personal and business financial plan; know the proper examination protocol for Temporomandibular disorders and recognition of presenting signs/symptoms; understand the multi-factorial nature of oro-facial pain; be familiar with Diagnostic testing, including MRI, Cone Beam CT, Auscultation, Palpation and what we can learn from each; recognize a variety of systemic diseases and how they will impact dental care; become familiar with protocols for treating patients with various systemic diseases; recognize when a pre-treatment medical consultation is indicated, and be updated on the new state regulations concerning opioids.

## TARGET AUDIENCE

Dentists, auxiliaries, and other dental professionals

## REGISTRATION

Please see Registration Form for schedule of Fees. The registration fee, less a \$50 administrative charge, is refundable if notice of cancellation is received by Friday, August 17, 2018.

*Augusta University is not responsible for any circumstance making it impossible to attend their continuing education courses due to acts of God, war, government regulations, disaster, strikes, civil disorder or curtailment of transportation facilities. If Augusta University cancels a continuing education activity you will be refunded your registration fee.*

Registration Fees	
Dentist	\$575
Dentist and One Auxiliary	\$725
Additional Auxiliary	\$225

## CREDIT

**The Dental College of Georgia at Augusta University** is an ADA CERP Recognized Provider.

**ADA CERP**® | Continuing Education Recognition Program

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.



Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp)

The Dental College of Georgia at Augusta University designates this activity for **12.75** continuing education credits. 01/01/18 – 12/31/21

The formal continuing education programs of this program provider are accepted by AGD for Fellowship/Mastership credit. The current term of acceptance extends from 01/01/18 – 12/31/21.

## COMFORT ZONE

Although every effort is made to have a comfortable temperature in the meeting room, everyone's comfort zones vary. Please bring a jacket or light wrap for your comfort.

## SPECIAL NEEDS

The Division of Professional and Community Education of the Augusta University complies with the Americans With Disabilities Act. If you require special services, facilities or dietary considerations (vegetarian or otherwise) to support your participation in this continuing education activity, contact the conference coordinator at 800-221-6437 or 706-721-3967.

## AU FACULTY



**Richard S. Callan, DMD, EdS**, is an Professor and the Chair of the Department of General Dentistry in the Dental College of Georgia at Augusta University. Dr. Callan supervises the Comprehensive Care Clinic along with co-directing the practice management courses offered within the Dental College of Georgia. He maintains an intramural general dental practice and conducts both educational research and research on practical applications of modern techniques and materials. He is a member of the American Dental Education Association's Commission on Change and Innovation, the International College of Dentists, the American College of Dentists, the Pierre Fauchard Academy, OKU Dental Honor Society, GRU Academy of Educators, and was recently inducted into Phi Kappa Phi Honor Society.



**Jeril R. Cooper, III, DMD**, Professor at the Dental College of Georgia at Augusta University, earned his dental degree from MCG. He maintained a full-time general dentistry practice for 30 years before joining Augusta University, where he has an active faculty practice in addition to providing clinical supervision in the Department of General Dentistry and is a member of the Augusta University Esthetic team. He is a member of the Pierre Fauchard Academy, Hinman Society, a Fellow of the Academy of General Dentistry and received GRU's 2008 Judson C. Hickey Award.



**Brad Hall, DMD**, received his bachelor of science in biology from Columbus State University. He attended the Medical College of Georgia School of Dentistry and upon graduation he began the General Practice Residency at the Medical College of Georgia. In 2004, he accepted a position as the assistant director of the same residency program and served in that capacity until the summer of 2006. He currently retains an adjunct faculty position at the Dental College of Georgia at Augusta University in the Pediatric Dental Department.

Dr. Hall opened his practice in 2006 and serves patients in Athens, Watkinsville, Bogart and northeast Georgia. His clinical interests include full mouth reconstruction with a focus on maintaining physiological harmony and enhancing aesthetic outcomes, dental implants and restoration, complete and partial dentures, management of TMJ disorder, and care of the medically compromised. Dr. Hall remains active in dental education and has had the privilege of lecturing on various topics related to implant dentistry.

Dr. Hall and his wife Kimberly have a daughter named Avery and a Boston Terrier named Brady and his hobbies include tractor and automobile restoration and watching the Georgia Bulldogs, Atlanta Braves and Falcons.



**Michael Pruett, DMD**, Assistant Professor in the department of Restorative Sciences, and Director of the General Practice Residency Program at The Dental College of Georgia at Augusta University. He received his DMD from the Medical College of Georgia School of Dentistry, and then completed a two-year General Practice Residency at the University of Virginia. Upon completion, he became the Director of Dentistry at Mount Sinai Hospital in Hartford, Connecticut. While in Hartford he also served as the Assistant Program Director of the General Practice Residency at Saint Francis Hospital and Medical Center.

Dr. Pruett has placed and restored dental implants for the last 26 years and maintains an active hospital dentistry practice within the Dental College of Georgia. He is the co-director of the AU/AAID Maxi-Course and several other hands-on continuing dental education courses at Augusta University; which include implant placement, sinus augmentation, and I.V. Sedation. Dr. Pruett lectures nationally and internationally on a variety of topics.

He is a Fellow in the International College of Dentists, the Pierre Fauchard Academy, and a Diplomate in the International Congress of Oral Implantologists. He is also active in many dental organizations including ADA, Georgia Dental Association, Hinman Dental Society, American Society of Dental Anesthesiology, Academy of Osseointegration and the American Academy of Implant Dentistry. Dr. Pruett was the 2013 recipient of the Distinguished Alumnus Award for The Dental College of Georgia and was also the recipient of the Prestigious Hinman Medallion in 2018.

## GUEST FACULTY



**Jeff Horowitz, DMD**, completed his undergraduate studies at the University of Pittsburgh and earned his DMD degree from the Medical University of South Carolina in Charleston. Upon graduation he completed a general practice residency at the Mountainside Hospital in Montclair, N.J. In 1992, Dr. Horowitz founded the Carolina Center for Advanced Dentistry, a multidisciplinary group practice in the Conway/Myrtle Beach, SC area. He is also the founder and clinical director for Advanced Sleep and TMJ Centers. His main interests include treatment of sleep disordered breathing, cosmetic smile rehabilitation, complex restorative cases, orthodontics and temporo-mandibular disorders.

Dr. Horowitz has earned fellowship from the Academy of General Dentistry where he is actively involved as a past-president and dental education council member. He also serves as a mentor at the Kois center for Advanced Dental Studies, a key opinion leader/lecturer for the Catapult Group, and an instructor for Sleep Group Solutions. His affiliations include the Pierre Fauchard Academy, the American Academy of Cosmetic Dentistry, the American Orthodontic Society, the Piper Study Group, American Association of Dental Sleep Medicine, American Board of Dental Sleep Medicine, Carolina Sleep Society, and the American Academy of Craniofacial Pain. Dr. Horowitz lectures internationally, has been published in dental literature, and had contributed television news media reports.



**Charles Loretto**, Partner/New Client Services, received a Bachelor of Arts in marketing from University of Texas at Arlington. He joined CWA in 2001 and plays a critical role in growing the firm's client base as the director of business development and marketing. He regularly speaks to dental schools and residency programs, study clubs, dental symposiums and state and national dental meetings. As an Investment Advisor Representative of CWA, Charles and his team work with prospective clients daily, initiating the relationship with CWA. "Not only do I get to work with outstanding professionals who truly care about the outcome of the service we provide, I also love being able to help diagnose the financial support dentists need and then connect them with someone who will then help them achieve their financial goals." Using his insight and experience from almost two decades in the dental industry, Charles founded National Dental Placements in 2005, a CWA affiliate company that assists doctors in buying, transitioning and valuation of a practice. He has two children, Cole and Isabella. He enjoys watching them play sports in his spare time and traveling to the mountains in Colorado.

## CONFERENCE SCHEDULE

**Location:** Sessions will be held in the Jekyll Island Club Hotel, Jekyll Island, Georgia

### Friday, August 31, 2018

7:00 a.m. **Registration and Continental Breakfast**

7:30 **Welcome and Introduction – What to Expect from the Weekend – Drs. Callan and Cooper**

7:45 **The Dental Implant in Practice: Concepts for Restorative Success, Part 1 – Dr. Brad Hall**  
The dental implant is an indispensable tool in any comprehensive restorative practice. However, without thoughtful application, this asset can quickly become a liability for patient and clinician. This presentation will highlight strategies and techniques for implant utilization in a general practice to increase predictability, simplify processes, and enhance outcomes.

9:45 **Break**

10:00 **Opioid Updates – Dr. Michael Pruett**  
This course is designed to update the practitioner on the new state mandated laws concerning the use of and prescribing of opioids.

Noon **Adjourn**

## **Saturday, September 1, 2018**

7:00 **Continental Breakfast**

7:30 **Financial Decisions the Dentist Must Get Right: Real World Answers to Dentistry's Tough Financial Questions – Charles Loretto**

In this content-rich, interactive course, learn proven formulas behind building wealth, tax strategies to improve cash flow, plus the short- and long-term benefits of various investment environments. Also covered: Pension and retirement planning. Learn about current pension laws and advantageous tax strategies to support pension planning, plus where to find the money to fund retirement plans. The course also covers best practices for purchasing or transitioning ownership of a practice, how to work with partners or associates, and how to improve the efficiency of your practice. Using our “real life” case studies, this course helps you determine how your practice compares to similar practices and evaluate how you're tracking on the path to financial freedom.

9:00 **Break**

9:15 **Financial Decisions the Dentist Must Get Right: Real World Answers to Dentistry's Tough Financial Questions (continued) – Charles Loretto**

Noon **Adjourn**

## **Sunday, September 2, 2018**

7:00 **Continental Breakfast**

7:30 **I've Got TMJ – Dr. Jeff Horowitz**

We all have patients that present with “TMJ”. Although we may chuckle at first, ignoring or mis-handling a Temporo-mandibular joint disorder can lead to case failures and frustrated patients. Despite this, joint disorders are amongst the least understood and most under-treated ailments in dentistry. This course is designed as an overview of temporo-mandibular joint disorders from their initial presentation to management of the condition based on etiology. By adhering to the core principles taught, restorative failures can be minimized while improving comfort levels, ultimately leading to patient satisfaction and referrals for the practitioner.

9:30 **Break** *(please check out of resort at this time)*

- 10:00 **The Dental Implant in Practice: Concepts for Restorative Success, Part 2 – Dr. Brad Hall**  
The dental implant is an indispensable tool in any comprehensive restorative practice. However, without thoughtful application, this asset can quickly become a liability for patient and clinician. This presentation will highlight strategies and techniques for implant utilization in a general practice to increase predictability, simplify processes, and enhance outcomes.

Noon **Adjourn**

## LOCATION

Jekyll Island, one of Georgia's four Golden Isles, offers miles of gentle beaches along the Atlantic, scenic golf courses, tennis courts, sailing and close proximity to the other Golden Isles. Historic sites abound, including old forts, lovely mansions of yesteryear, and intriguing museums.

The tradition of The Jekyll Island Club began a century ago, when it was founded as an exclusive retreat for the Morgans, Pulitzers, Rockefellers and Vanderbilts. Visitors may enjoy the same natural beauty and elegant architecture in the newly restored Jekyll Island Club, where these high-society members once came to relax.

**Please indicate choice of accommodations preferred when contacting resort.** All rooms have Victorian furnishings and rates are single or double. Traditional rooms are larger and are located in adjacent buildings. (\$25 for extra person over two people).

- |  |       |   |       |
|--|-------|---|-------|
| <input type="radio"/> Island Queen       | \$206 | <input type="radio"/> Traditional King –Double/Double | \$242 |
| <input type="radio"/> Queen Riverside    | \$224 | <input type="radio"/> King Parlor                     | \$296 |
| <input type="radio"/> Double Queen Suite | \$341 | <input type="radio"/> DLX King Suite                  | \$359 |

An advance deposit of one night's room/suite rate plus tax and a \$15 per day resort fee is required for all reservations. Advance notice of 72 hours is required to cancel individual reservations for full refund of deposit. Credit card, personal check, company check or cashiers check accepted. Two-night minimum required on weekend (Friday and Saturday nights). Check-in time is 4 p.m. and check-out time is at noon.

## ACCOMMODATIONS

### Jekyll Island Club Hotel (Host Hotel)

371 Riverview Drive  
Reservations: 1-800-535-9547

### Buccaneer Beach Resort

85 S. Beachview Drive  
Reservations: 1-912-635-2261

### Days Inn & Suites

60 S. Beachview Drive  
Reservations: 1-888-635-3003

### Jekyll Oceanfront Clarion Resort

975 N. Beachview Drive  
Reservations: 1-800-736-1046

### Oceanside Inn & Suites

711 N. Beachview Drive  
Reservations: 1-912-635-2211

### Holiday Inn

200 S. Beachview Drive  
Reservations: 1-800-7JEKYLL

# LOCATION

## **Make Jekyll Island your playground escape!**

With so many recreation options available, a trip to Jekyll Island is an opportunity to refresh yourself physically and mentally through activity. The beautiful weather, ocean breezes, serene natural setting and numerous outdoor activities make Jekyll Island ideal for a relaxing vacation.

**GOLF:** With 63 holes of golf, Jekyll Island is Georgia's largest public golf resort. Three 18-hole courses and a historic nine-hole course offer an unmatched variety of golf experiences operating from one facility. The laid-back atmosphere combined with quality conditions have made Jekyll Island a popular group and tournament site, including the home of the U.S. Kids Golf World Championship and the Georgia State High School Championship.

**SUMMER WAVES WATER PARK:** From exciting water slides for older children and adults to a lazy river great for a relaxing day in the sun, Summer Waves is the perfect spot to cool down. The park also has an area for younger children. Visit [www.summerwaves.com](http://www.summerwaves.com) or call 912-635-2074 for details.

**TENNIS:** The Jekyll Island Tennis Center, with 13 clay courts, has been recognized as one of the finest municipal facilities in the country. Camps for every level are offered during the summer and personal lessons and small-group clinics can be scheduled when you arrive.

**MARINAS, FISHING & BOATING:** Characterized by over 700,000 acres of salt marsh, numerous fresh water rivers and miles of pristine ocean, the Georgia coast is fishing heaven for tarpon, whiting, red drum, sea trout, triple tail, spotted sea trout, striped mullet, sheepshead, black drum and the list goes on.

**BEACHES:** Sunbathe, swim, beachcomb or jog – Jekyll Island boasts 10 miles of uncrowded, unspoiled beach for a variety of activities. Find solitude and communion with nature where the land meets the sea. Shell-collecting is a popular island pastime for guests young and old.

**SEA KAYAKING AND CANOEING:** You've never seen marshland from this close before! One of the best ways to explore Jekyll's estuarial waters is in a kayak or canoe. Experience the intriguing ecosystem of Georgia's beautiful coast when you strap on your lifejacket and grab a paddle!

**BICYCLE TRAILS:** Explore over 20 miles of winding trails perfect for biking, jogging or walking. These paved paths are a great way to explore Jekyll's historic sites, beaches, marshes and maritime forests.