

SEATTLE STUDY CLUB®

complete curriculum
2020 - 2021



Comprehensive Care
Study Sessions

academic program

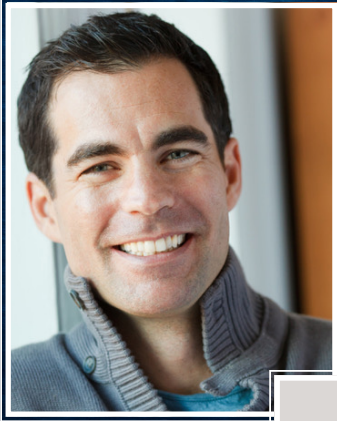
introduction

It's an understatement to say these past few months have rocked our world. We've entered uncharted and dangerous waters, and we have to figure out how best to navigate safely through them to calmer seas and brighter days ahead.

To that end, Seattle Study Club has launched an innovative, full-academic-year program that offers guidance with practice recovery, financial stability, and enhanced clinical expertise. With sessions addressing your financial challenges, presentations that encourage you to set and track goals in your progress toward financial recovery, to insightful interviews and hands-on demonstrations, this is a perfect combination of knowledge and inspiration. Recognizing that the world and the recommendations will continue to change, the program is designed for flexible, adaptable delivery – we can determine if a session will be in-person or virtual based on the situation at the time. We still get to collaborate, learn together, and rely on each other for support.

Now more than ever the phrase that defines the core and essence of Seattle Study Club – doing dentistry together® – is a touchstone to remind us of who we are and why we are part of this amazing group of clinicians.

September



Guiding the Shift

John O'Connor

During this time of quarantine, distancing and not being able to congregate with more than 10 people. What a change we've encountered in a short period of time. Our lives both personally and professionally have been completely turned upside down. We have all experienced so much change that requires us to be more flexible in our lives with pivoting on preparing for seeing patients safely.

We will look closely how we can shift from reacting to your business and life and start responding with Clarity, Authenticity and Power.

Upon completion of this session, attendees should be able to:

- Identify the key components to navigate the "new norm" from a positive perspective.
- Recognize the steps you can take to stay on a positive path moving forward.

Lecture, Up to 3.0 Hours; Practice Management and Human Relations; AGD Subject Code 550

Disclosure of Commercial Support: John O'Connor does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).

October



From Economic Uncertainty to Financial Security – An Updated Financial Plan for the Dental Practice Owner

*Business Academy Workshop
Anthony Feck, DMD*

As dental practice owners we find ourselves in the midst of unprecedented times. The practice and business of dentistry looks much different today than it did just months ago. Stress accompanies change of this magnitude and is intensified by the uncertainty of what that change will bring. Most of us can't help wondering how this uncertainty will affect our financial future. To turn economic uncertainty into financial security, we each need a comprehensive plan that begins with where we want to go, provides an assessment of our current financial status, and details a step-by-step approach to connecting those two places. This workshop will guide each of us in developing or updating a customized game plan toward financial and lifestyle independence.

Upon completion of this session, attendees should be able to:

- Describe the shift of financial planning from accumulating retirement income to achieving financial and lifestyle independence.
- List the five essential components of a financial plan.

**BUSINESS
ACADEMY**
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Lecture, Up to 2.0 Hours; Practice Management and Human Relations; AGD Subject Code 550

Disclosure of Commercial Support: Dr Anthony Feck is a consultant for Docs Education and is the owner of Sunrise Dental Solutions.

November



An Evening with Dr John Kois: New Reality, New Norm

Livestream Interview with John Kois, DMD, MSD

Dr Cohen will host this special livestream interview with Dr Kois where we'll see the world of dentistry as he sees it through his very own discerning lens. Dr Kois will share his views on the changing dental landscape and how it has altered his thinking on what lies ahead for those of us who still want to return to the delivery of treatment we once knew. Some of the questions related to the post-Covid-19 practice of dentistry will include:

- What are the best ways to adjust to the new norm in returning to practice?
- Will continuing education change in dentistry because of the pandemic?
- Will face-to-face education remain important, why, and how might it change?
- In what new ways do we approach patients in the chair to help get them more comfortable in proceeding with necessary treatment?

Upon completion of this session, attendees should be able to:

- Understand the dental landscape following the Covid-19 lockdown so they can make necessary adjustments in the way they deliver care to their patients.
- Choose the CE pathway that will provide the most effective learning opportunities moving forward.

Lecture, Up to 1.0 Hour; Fixed Prosthodontics; AGD Subject Code 610

Disclosure of Commercial Support: Dr John Kois is director of the Kois Center.

December

Comprehensive Treatment Planning Workshop

Video-Enhanced Caseflix Facilitated by the Club Director

In this complex, comprehensive and interdisciplinary treatment planning case study we have the opportunity to discover solutions to challenging functional and esthetic issues. Although this patient's main concern was to achieve a pleasing smile, the underlying etiologies could potentially lead to a disappointing outcome unless they were accurately diagnosed.

The main issues in this case were:

- Absence of teeth nos. 7 and 10 with canine eruption into those positions.
- Discrepancies in the mesial-distal and apico-coronal position of the canines, making it difficult to achieve a pleasing smile.
- Asymmetry of the gingival scallops in the anterior segment.
- Missing posterior teeth with possible loss of vertical dimension.

This video-enhanced Caseflix session includes guidance and commentary from Dr Stefano Gracis, which will stimulate great collaboration and discussion. The initial documentation and Dr Gracis' presentation of all treatment performed is superb!

Upon completion of this session, attendees should be able to:

- Understand treatment options in cases with missing lateral incisors.
- Better visualize treatment outcomes in more complex cases.

january



The New Normal Approach to Patient Acceptance

*Deep Dive Livestream with Christian Coachman, DDS, CDT
Followed by Group Discussion*

It is anticipated that many dental patients will emerge from isolation and financial uncertainty with anxiety and reticence in proceeding with necessary dental treatment. A barrier may exist between patients with recognized needs and their dentists who may be overanxious in presenting treatment plans in a perceived self-serving way. In this livestream presentation, Dr Coachman will identify ways to break through barriers and effectively connect with patients so they are less on the defense and more likely to accept treatment recommendations. He will leave us with ideas and topics for roundtable discussion.

Upon completion of this session, attendees should be able to:

- Communicate treatment needs to patients by utilizing digital presentation tools.
- Break down defensive barriers so patients are more receptive to treatment.

Lecture, Up to 1.5 Hours; Esthetics/Cosmetic Dentistry; AGD Subject Code 780

Disclosure of Commercial Support: Dr Christian Coachman is a consultant for Align Technology and owner/part owner of Digital Smile Design.

February



The Big Mac Theory: A Collection of Complications, Failures, and Dental Pearls

Wael Garine, DDS

This program involves open discussions about new clinical techniques, dental pearls, and sharing our less-than-ideal clinical success. It is a collection of short topics (10-12) that are relevant in the daily life of a dental practice. During the presentation, attendees will be encouraged to participate, discuss, and debate different points of view.

Upon completion of this session, attendees should be able to:

- Present clinically relevant topics in the dental practice to improve predictability and efficiency.
- Review new trends and materials in dentistry.
- Discuss cases with varying degrees of success.

Lecture, Up to 6.0 Hours; Implants; AGD Subject Code 690

Disclosure of Commercial Support: Dr Wael Garine is a consultant for KaVo Kerr and 3M Oral Care and is director of Seattle Study Club operations.



Clinical and Administrative Pearls Workshop

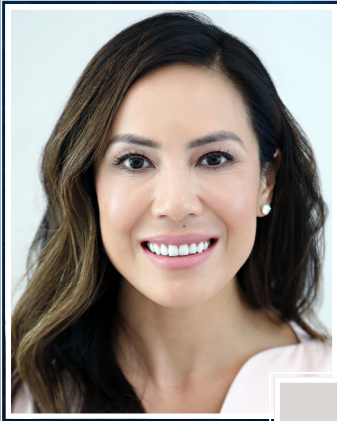
Group Roundtable Discussion

During this evening session, you will experience an interactive program sharing specific pearls from the clinical perspective and non-clinical topics from each member during this session. Having tips and/or tricks for both the clinical and non-clinical side of dentistry is very effective learning and spotlights the interactive component of our membership.

Each of you will have up to 8 minutes in which to share your clinical pearl with the group. This allows time for any questions from the group. After you've had the opportunity to share clinically, you move into the practice management pearls. As members, you will bring along any supporting documents, forms or props to enhance that portion.

In conclusion each group will vote which is the top pearl from each category and share with the entire club. A recorder will be selected at each table to take notes to turn in at the end of the session for compilation and later distribution back to you.

April



Photography – From Marketing to Case Acceptance

High Intensity Learning Series
Amanda Seay, DDS

The digital world has introduced several tools and techniques to make our workflows faster and more efficient. One of the most effective tools a clinician can have in the office is a DSLR camera. From documentation, communications and marketing—and ultimately better case acceptance—photography is essential in the dental field. Learn the fundamentals of photography and the basic setup needed to make your dentistry look even better! This session will provide an overview of the foundations and principles for capturing images. Dr Seay will share protocols that can be used every day in practice to help patients better understand the benefits and value of proceeding with necessary treatment. She will also share how she plans to use photography post Covid-19 to open the door to more productive dentistry.

Upon completion of this session, attendees should be able to:

- Understand basic requirements for camera, lenses, lighting, and backgrounds when incorporating photography into the practice.
- Utilize photography to illustrate and explain the benefits of treatment to patients.

Lecture, Up to 2.0 Hours; Multidisciplinary Topics; AGD Subject Code 149

Disclosure of Commercial Support: Dr Amanda Seay does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).

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Creating a Direct Composite Veneer that Rivals Porcelain

*Livestream Lecture and Demonstration
with Robert Margeas, DDS*

This clinical evening program brings us together for a virtual livestream demonstration and the best of both worlds—watching a master clinician in action and practicing what we’ve just seen in this clinically interactive experience. Dr Margeas will demonstrate a step-by-step layering technique of a central incisor that utilizes tints, effect shades, and surface texture to achieve the desired esthetics. During the session he’ll walk us through the layering process. Each of us will have a die to layer composite on. At the conclusion of the program, we’ll receive step-by-step instructions on how to finish and polish the restoration. This final polishing step can be performed the following day in our individual practices.

This lecture and live demonstration through the use of a visualizer will go into great detail about how to match an existing natural tooth with a polychromatic composite resin build-up utilizing tints, effect shades, and surface texture. A step-by-step layering technique of a central incisor will be shown live from start the finish.

Upon completion of this session, attendees should be able to:

- Match the polychromatic nature of existing teeth.
- Use the techniques learned to perform a more natural-looking anterior direct restoration.

Please bring your curing light and favorite composite layering instruments to this program.

Lecture, Up to 1.5 Hours; Operative (Restorative) Dentistry; AGD Subject Code 250

Disclosure of Commercial Support: This livestream hands-on event is sponsored by Ivoclar. Dr Robert Margeas does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).

June ~ final dinner



Strength and Growth from the Staircase We Didn't Mean to Climb

Livestream with Todd Williams

We end our year with a livestream session with Todd Williams, known after decades of culture development experience in healthcare and hospitality as a champion of heartfelt service. Join as we celebrate each other's progress toward practice and financial recovery.

People often talk of growth as a gentle arc towards maturity, understanding, character and wisdom. The reality is, growth is more like a staircase. Something comes along that makes us grow (step up), we level out, find out what works and what doesn't... then find balance until something new comes along and makes us grow again. Step by step we rise, gaining strength and maturity in the process. However, these upward moments of growth can feel decidedly like a downward fall. In other words, we learn a stronger stance... when the rug is pulled out from under us. Our current challenges have been breathtakingly difficult, but our response to those challenges helps us grow every day—we're moving up and getting stronger by the minute. The world is about to see the best version of us yet.

Upon completion of these sessions, attendees should be able to:

- Emerge with a new level of character, wisdom and perspective.
- Address their most important needs with the support of their colleagues.

Lecture, Up to 1.0 Hour; Self-Improvement; AGD Subject Code 770

Disclosure of Commercial Support: Mr Todd Williams does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).