



SCHEDULE

Saturday, November 19, 2022

Registration & Exhibits	8:00am - 8:30am
Lynn Atkinson	8:30am - 10:00am
Break & Exhibits	10:00am - 10:30am
William Paveletz.....	10:30am - 12:00pm
Lunch & Exhibits	12:00pm - 1:00pm
Manhaz Zandi.....	1:00pm - 2:30pm
Ian McNickle	2:30pm - 4:00pm
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Lynn Atkinson (3 Hr. Workshop) - Cost \$99.00...	1:00pm - 4:00pm

Six (6) hours of continuing education credit will be provided.
The WSP is a recognized ADA CERP Provider.

SEMINAR LOCATION



DOUBLETREE BY HILTON PORTLAND
1000 NE Multnomah Portland, OR 97232

For information on this or other seminars contact
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This lecture course is appropriate for dentists, hygienists,
dental assistants and the entire dental team.

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Recognition Program

The Western Society of Periodontology is an ADA CERP Recognized Provider. 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. WSP designates this activity six (6) continuing education credits.

THE WESTERN SOCIETY OF PERIODONTOLOGY
Presents

HYGIENE AND PERIODONTAL EXCELLENCE FOR ANY DENTAL PRACTICE



PORTLAND

Saturday, November 19, 2022

Lynn Atkinson, RDH
LECTURE & HANDS-ON COURSE

LET'S GET LASER FOCUSED!
Diode Lasers in the Hygiene Practice

William Paveletz, DMD
**"Are You're Patients Too Sensitive?" Addressing Oral
Hypersensitivity/Pain Management with Today's Patients**

Manhaz Zandi, DDS, MS
**GUMMY SMILE - Excessive Gingival Display, Etiology,
Diagnosis and Latest Treatment Modalities**

Ian McNickle, MBA
**The Top 25 Most Common Marketing Mistakes
and How to Fix Them**

A COMMITMENT TO COLLABORATIVE CARE
"70 YEARS OF EXCELLENCE IN CONTINUING EDUCATION"

FEATURED SPEAKERS



LYNN ATKINSON, RDH

Lynn Atkinson has been a Registered Dental Hygienist for 30 years. She graduated from Cypress College with a degree in Dental Hygiene in 1989 and was fortunate enough to be a part of several dental teams that incorporated state of the art technology. Since obtaining the Associate Fellowship Certification through the World Clinical Laser Institute (WCLI) in 1996, Lynn has been actively applying the use of dental lasers in hygiene on a daily basis. Lynn went on to achieve the Standard Proficiency Certification through the Academy of Laser Dentistry (ALD) in 2013 and the Advanced Proficiency Certification Parts I and II in 2019. Lynn is currently practicing four days a week and is also training hygienists, doctors, and team members on the use of lasers along with strategies to incorporate dental lasers into their protocol with her company, Laser Focused Hygiene. Lynn is an active member of the Academy of Laser Dentistry, the American Dental Hygiene Association, the California Dental Hygiene Association and is the Hygiene Member on the Biolase Advisory Board. Lynn serves on the Board of Directors at the Academy of Laser Dentistry as Auxiliary Chair and is involved in the testing committee. *Sponsored by Biolase.*



WILLIAM PAVELETZ, DMD

Dr. William Paveletz, DMD, is a graduate of Temple University School of Dentistry. Upon receiving his DMD degree he completed a one-year general practice residency at University of Pittsburgh and continued studying prosthetics at the Graduate Department of Pittsburgh Dental School. Currently he is of VOCO's North America Clinical Directors of Continuing Education. He lectures nationally / internationally to dental retailers, dental societies and teaching institutions. Dr. Paveletz has been published in various dental trade publications regarding temporization techniques with dental implants, treating geriatric patients and fluoridation usage in adolescences. He has a true passion for preventative and restorative dentistry with an emphasis on biocompatibility and holistic dentistry. His hands-on workshops focus on topics ranging from dental coding and billing, hygiene, esthetic dentistry, fixed and removable prosthetics, and nano and omocer technology. *Sponsored by VOCO.*



MAHNAZ ZANDI, DDS, MS

Dr. Mahnaz Zandi is a board-certified periodontist. She is a graduate from the University of Southern California, where she completed a 3 year residency program in Periodontics and received a Master's Degree of Science in Craniofacial Biology. She is also a current faculty member at the University of Southern California. Dr. Zandi is a Diplomat of the American Board of Periodontology. She maintains membership in the American Academy of Periodontology and the American Academy of Osteointegration. Her many years of experience, as well as her research in Periodontology make her an expert in implant placement, gum and bone surgery of the mouth and aesthetic periodontal surgery. Besides her expertise and technical proficiency, Dr. Zandi is incredibly caring and gentle with her patients and patient care is always her first priority. Dr. Zandi's practice is limited to Periodontics and Implant Surgery.



IAN McNICKE, MBA

Ian is the Co-Founder and CEO at WEO Media, an award winning "Best of Class" dental marketing firm. Under his leadership WEO Media has grown quickly to become one of the most widely respected dental marketing firms in North America, and has garnered an impressive list of industry endorsements and awards. Ian is a nationally recognized marketer, writer, and speaker. He has developed significant expertise in online marketing, website optimization & conversion, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, online reputation management, marketing strategy, and related topics. In addition, he has developed a set of critical KPI's (key performance indicators) for measuring the effectiveness of any marketing program. Ian lectures all over North America at dental conferences, study clubs, dental societies, and conducts numerous seminars and webinars. His teaching style breaks down the complexities of dental marketing in an easy to understand approach that the non-marketer can comprehend and implement. He also writes articles for Dental Products Report and The Progressive Dentist on various aspects of digital marketing. Prior to co-founding WEO Media Ian worked in the high-tech industry for 10 years in various engineering and management positions at Siltronic and Xerox. He left high-tech in 2006, and founded a regional marketing consulting firm which he ran for several years before eventually co-founding WEO Media in 2009. Ian has a BS in Mechanical Engineering from Washington State University where he was also a graduate of the University Honors Program. In addition, he graduated Cum Laude with an MBA from the University of Washington. Ian is an avid endurance athlete having competed in Ironman triathlon, marathon, and ultramarathon events. His favorite activity is simply spending time with his wife Andrea, and three kids Evelyn, Morgan, and Brendan. *Sponsored by WEO.*

WANT TO BE ON OUR MAILING LIST?
Email dgoldman@wsporio.org to be added.

Saturday, November 19, 2022

Full Day - Includes Lunch

Non-Members

- Dentists.....\$99.00
- Hygienists/Assistants & Office Staff.....\$79.00
- Full-Time Students.....\$45.00

Registration postmarked after 11/11/2022 will be charged an additional fee of \$10 per person.

★ THIS IS A GREAT PROGRAM FOR DOCTORS, HYGIENISTS, AND OFFICE STAFF ★

Last Name _____ First Name _____ Email _____ Zip _____

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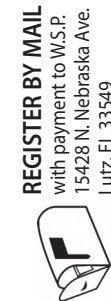
Registration fee includes continuing education credits. Payment by check, Visa or MasterCard are accepted. The fee, less a \$20 per person enrollment charge will be refunded if cancellation is made more than seven (7) days before the seminar. Cancellations received after November 11, 2022 will not be eligible for a refund. Make checks payable to The Western Society of Periodontology.

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PROGRAM

Lynn Atkinson, RDH

LET'S GET LASER FOCUSED! Diode Lasers in the Hygiene Practice

Course Description:

The Diode Laser has become the most utilized laser in dentistry today especially in the hygiene department. Diode lasers are soft-tissue lasers that have many advantages over traditional surgical and therapeutic techniques including less pain, faster healing, precision, and bacterial reduction. Some of the most used diode laser procedures in the hygiene department are Laser Bacterial Reduction (LBR), Laser Assisted Periodontal Therapy (LAPT), Hemostasis, and the treatment of oral lesions (aphthous ulcers, herpetic lesions, denture sores, etc). This course will introduce common diode laser procedures, techniques used in the hygiene department, and how to incorporate lasers into your practice.

Learning Objectives

- Identify the laser procedures and benefits most used in the hygiene department
- Understand the laser device, settings, and capabilities
- Describe tips and techniques to achieve the best results with your patients
- Discuss strategies for communicating and educating patients about lasers

HANDS-ON WORKSHOP: Diode Lasers Used in the Hygiene Practice

Course Description:

The Diode laser has become the most utilized laser in dentistry today especially in the hygiene department. This course will give you hands on techniques used in the hygiene practice. Mechanisms, safety, tips, and protocols will be reviewed, and attendees will have an opportunity to demonstrate the use of the lasers for Laser Bacterial Reduction, Laser Assisted Periodontal Therapy, Hemostasis, and Aphthous Ulcers/Herpetic lesions on porcine jaw.

Learning Objectives:

- Operate the laser device understanding basic biologic interactions
- Demonstrate competency in using the laser with hygiene procedures
- Understand the difference in the procedures of Laser Bacterial Reduction and Laser Assisted Periodontal Therapy
- Utilize and understand the laser safety protocols
- Understand the laser device, tips, and settings

NOTE: This is not a laser certification course.

William Paveletz, DMD

"Are You're Patients Too Sensitive?" Addressing Oral Hypersensitivity/Pain Management with Today's Patients

Course Description:

Caries infection has increased in today's population and continues to be a major disease for children and adults. This course discusses the impact of Nano-technology on today's preventative and restorative materials. Attendees will have a "hands-on forum" to provide their dental teams with new findings on today's desensitizers, fluoride applications and dental tooth creams used to combat patient's current symptoms and effectively handle pain management.

Learning Objectives:

- Gain an understanding of new research findings that can contribute to the evidence for application of varnish with chemotherapeutic fluoride treatment
- Understand the findings of recent research exploring how dental practitioners are using scientific evidence in their patient treatment decisions and patient counseling
- Attendees will learn about the method of applying Xylitol containing, natural and artificial-based fluoride treatments and Nano filled tooth creams
- Understand how to discuss options with your patient to better manage their sensitivity and pain issues that occur when they neglect their oral health
- Understand the correct 2020 CDT coding for hygiene procedures and incorporate certain hygiene procedures in daily patient discussions to increase profitability in the office

Mahnaz Zandi, DDS, MS

GUMMY SMILE - Excessive Gingival Display, Etiology, Diagnosis and Latest Treatment Modalities

Course content:

- Describing Pleasant smile
- Definition of Excessive Gingival Display (EGD)
- Diagnostic tools for Diagnosis OF EGD; Intraoral exam, Facial Exam, Cephalogram
- Definition of Golden Ratio and its application in Dentistry and specifically in EGD
- Etiology of EGD:
 1. Plaque or drug induced gingival hyperplasia
 2. Altered/Delayed passive eruption
 3. Anterior dento-alveolar extrusion
 4. Vertical maxillary excess
 5. Short upper lip
 6. Hyper active upper lip

- Describing treatment modalities for each specific etiology
- Case Presentation

Learning Objectives:

- Proper examination and correct diagnosis must be performed before treatment planning for patients with EGD
- Understanding the etiology and treatment options is crucial in the treatment of these patients
- Teamwork and multidisciplinary approach to treatment is the key to successful outcome.

Ian McNickle, MBA

The Top 25 Most Common Marketing Mistakes and How to Fix Them

Course Description:

This course will review a wide range of common mistakes that are made with websites, social media, online reputation, SEO, PPC, and video production. This program will dig into details of what is needed to make good decisions regarding your online marketing, and best practices for what to do and how to do it.

Learning Objectives:

- Review common mistakes made with website design, layout, and calls to action
- Explore best practices for what to do (and not do) when optimizing your online presence on Google
- Discuss typical mistakes made with social media campaigns, and what works best
- Learn about what to do (and not do) when dealing with negative online reviews
- Understand how to properly run a Google PPC campaign, and the typical mistakes most people make



The Western Society of Periodontology
Look for us on www.facebook.com/WSPerio

3 Hr. Workshop
\$99