



Journey For Excellence

A Study Club Dedicated to Professional Growth

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An Affiliate of the Seattle Study Club
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www.seattlestudyclub.com Study Club ID # 1107

Programs Approved by the Academy of General Dentistry (#215197)
New Jersey State Board of Dentistry

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Welcome to the 2018-2019 Journey for Excellence Study Club Program!

“Dental Sleep Medicine – Integrating the Basics and Beyond”



For our 19th year, we'd like to explore dental patient care through a different perspective. Articles abound regarding connections between dental disease and many medical conditions – heart disease, pancreatic cancer, Alzheimer's, and other chronic inflammatory conditions. Recently, sleep apnea's impact on health and longevity have made headlines. We've seen this in our journals for several years, but as a group we have not changed our treatment approach. This year's program is designed to broaden the connection between dentistry and general medical health. As dentists, we are in a unique position to make a profound impact in our patients' lives.

Quoting one of our upcoming program speakers, “Dental Sleep Medicine is the closest thing to practicing medicine any non-oral surgeon dentist will get.” The demand for dentists to take a greater role in the ID and treatment of obstructive sleep apnea (OSA) has never been higher. According to a Harvard report, approximately 25 million adults in the U.S. suffer from OSA, of which 19 million are undiagnosed. Dentists and dental hygienists are uniquely positioned as the first line of defense in the identification of OSA.

This year's programming is divided into modules with hands-on learning interspersed within the curriculum. Two separate all-day meetings with Dr. Steve Carstensen will spearhead our program. Dr. Carstensen is co-founder of Premier Sleep Associates, a dental practice dedicated to treating obstructive sleep apnea and snoring. He is currently the Sleep Education Director for both Pankey Institute and Spear Education, as well as Editor-in-Chief of Dental Sleep Practice magazine.

Our evening programs will feature our usual treatment planning sessions with a unique twist that includes discussions with local medical colleagues to engage as resources for your practice.

Finally, no year is complete without an opportunity to motivate your staff. Kirk Behrendt is the CEO of coaching company ACT Dental. *Dentistry Today* recognized Kirk as one of the Top Leaders in Dental Consulting each year from 2011 to 2018. “Being All That We Can Be: Changing Perspective to Change Reality” will inspire your whole team to stay fully engaged with patients to promote continual growth.

We look forward to another great year and hope to see you at every event.

Cheryl



Kick-Off Event: Dinner at Olive Lucy's

Monday, September 17, 2018

6:30 pm – 9:30 pm

Doctors and Spouses

52 Speedwell Ave, Morristown, NJ 07960

Join us for an evening dinner celebration to kick off our Journey for Excellence Study Club. Olive Lucy's serves Italian and Portuguese dishes in an elegant and contemporary venue. This is a great opportunity to meet new Study Club members and to reunite with colleagues after summer vacation. Also, a Professional Organizer will give an interactive demonstration of how to efficiently pack a travel suitcase - you will learn how you've been doing it wrong all these years!





Treatment Planning

Thursday, October 18, 2018

6:30 pm – 9:00 pm

Doctors Only

Knights of Columbus, 60 Harvard Street, Summit, NJ



Treatment planning sessions are the core of our study club programming. These evenings allow participants to expand their knowledge and vision for treatment planning through interaction with experienced doctors. We will share ideas and strategies as we analyze past and present cases. New and old cases will be discussed with an emphasis on recognizing how to avoid complications.



What is Sleep Dentistry?

with Dr. Steve Carstensen, Part I of II

Wednesday, November 14, 2018

8:30am – 4:00 pm

Doctors only

Mayfair Farms, 481 Eagle Rock Ave, West Orange, NJ 07052

Sleep Medicine in the Dental Practice provides knowledge and understanding of sleep physiology and the life-threatening consequences of sleep-disordered breathing. It also addresses strategies for screening and treating sleep disorder patients within the dental practice with oral appliances.

Screening for at-risk patients, confirming the observations with a diagnosis in conjunction with the sleep physician, and application of oral appliance therapy is an easy and natural addition for almost every dental practice. What is not so natural or easy is incorporating a therapeutic service that is delivered using the medical model into a dental practice. The medical model is a different design with a different paradigm, and it can be a challenging undertaking without proper coaching and assistance.

Whether you are seeking a new intellectual challenge, wish to help your dental patients by screening for risks, or are looking to add to the therapies you provide, dental sleep medicine is one of the most unique, interesting and impactful opportunities in dentistry today. This two-part series will address these issues in an interactive and meaningful way to better assist the dental office in treating and managing patients with sleep issues.

Morning: Who are the patients at risk? How do we identify these patients? What are some simple screening and diagnostic technologies? How does this affect your other dental restorative services? What new equipment do you need in your office to get started?

Afternoon: Hands-on 3 hour workshop. Learn to make a sleep appliance to assist with diagnosis and interim therapy.



Dr Steve Carstensen has been treating sleep apnea and snoring since 1997. He has completed training at UCLA's Mini-Residency in Sleep and is a diplomate of the American Board of Dental Sleep Medicine. He lectures internationally at over 20 events per year, training dentists in sleep medicine. In addition, he directs sleep education at the Pankey Institute for Advanced Dental Education and Spear Education and is a guest lecturer at the University of the Pacific and Louisiana State University dental schools. From 2007–2010, Dr Carstensen served the on the ADA Council for Annual Sessions and was chair of the 2010 ADA meeting. Since 2014, he has been editor-in-chief of Dental Sleep Practice Magazine. Together with a partner, he founded Premier Sleep, a practice in Bellevue, Washington and he also owns Seattle Sleep Education, an education company and AGD Provider. Additionally, Dr. Carstensen is a Fellow in the AGD, American College of Dentists, and International College of Dentists.

Diagnosing Sleep Disorders in Children

with Dr. Barry Raphael, Knights of Columbus

Thursday, December 6, 2018 6:30 pm – 9:00 pm

Doctors Only

Knights of Columbus, 60 Harvard Street, Summit, NJ

Most people know what Sleep Apnea is and everyone understands snoring. It's a disease of older fat men, right?

Not quite. Did you know that a significant number of children have Sleep Disordered Breathing (SDB) now that can become the full blown Sleep Breathing Disorders of adulthood?

Did you also know that a sleep breathing disorder - like snoring - in an infant can lead to behavior and attention deficit issues by ages 4-7? (Bonuck, 2012) It affects the way oxygen gets to all parts of our body, including the brain.

The issue is now important enough that the American Academy of Pediatrics has issued guidelines on treatment of children with SDB and Obstructive Sleep Apnea. For instance, if your child has swollen tonsils and adenoids that are preventing easy nighttime breathing, they should be removed even if there are no recurrent ear infections.

But there is something as yet missing from these guidelines that is only alluded to in their report. That is, it is the **shape** of the face, the jaws, and the back of the nose and throat that makes it easier for breathing to become stopped up. Even moderate sized tonsils in a small throat can cause trouble.

This session will help dentists to diagnose sleep disorders in children by reviewing all of the possible warning signs.



Dr. Barry Raphael has been a specialist in orthodontics for nearly 30 years, five of which he practiced with and learned from his father. Prior to that he was a General Dentist for three years. Dr. Raphael is a member of the following organizations: American Association of Orthodontists, American Dental Association, Passaic County Dental Society (was President), American College of Dentists, Chairman of Donated Orthodontic Services for the NJ Association of Orthodontists, American Association for Physiologic Medicine and dentistry (on the Board of Directors.)

Changing Perspective to Change Reality with Kirk Behrendt, Mayfair Farms

Wednesday, January 9, 2019

8:30 am – 2:00 pm

All Staff

Mayfair Farms, 481 Eagle Rock Ave, West Orange, NJ 07052

We use words like excellence, commitment and service, but do we really give all to the people we serve? Some of the best dental practices are tapping unused resources to deepen their connections with patients, increase their personal passion, optimize their performance, increase their production and boost their profitability in the current economy. Without the proper focus it is easy to experience burnout.

With motivational speaker Kirk Behrendt, learn the new techniques and business model that complete clinician teams employ to be all they can be for their patients.



Kirk Behrendt is the CEO of ACT Dental, a customized coaching company for dentists. He has invested his entire professional life studying the top dental practices in the world and the leadership that guides them. As the founder of ACT, his vision is driven by the commitment to provide highly personalized care to the dental profession. By creating a talented team of experts, Kirk and his team continue to positively impact the practice of dentistry one practice at a time. His personal mission is to use up every ounce of his potential. He lectures all over the world to help individuals take control of their own lives. Dentistry Today has recognized Kirk as one of the Top Leaders in Dental Consulting for seven years running. Dr. Peter Dawson called him "THE best motivator I have ever heard." Kirk has competed internationally in four Ironman Triathlons and nine Half-Iron Triathlons. He currently trains with some of the best triathletes competing in the world today. His feeling is that there is no greater parallel to optimal business performance than optimal athletic performance. He loves cycling, basketball, stand-up comedy, and most of all, spending time with his wife, Sarah, and children Kinzie, Lily, Zoe and Bo.



Seattle Study Club 26th Annual National Symposium

January 23 - January 26, 2019

Ritz-Carlton, Amelia Island, Florida

Dentist as CEO II: Navigating the Great Business & Financial Maze

- Fundamentals in becoming a great CEO in your practice (Leadership, Employee Engagement & Accountability, Negotiation, Customer Service)
- The Business of Dentistry: profitability, value of practice, buying/selling a practice, DSO Landscape and thriving in a FFS environment, the future of dentistry, the changing world in employment law, the patient-centric practice, hybridization of digital with the analog in dentistry (relationship building)
- The Financial Landscape (global markets and the economy, prudent investing, the stock market, asset management, estate planning)
- Building a strong brand: essentials of what works and what doesn't in marketing your business.

Seattle Study Club® 26th Annual Symposium
January 23-26, 2019 | Amelia Island, Florida

DR. Wael Charne
SEASIDE STUDY CLUB

"I attend Symposium because I am certain of the quality of education. It provides exposure to experts from different disciplines and allows for personal growth, practice growth, and financial planning."

DR. SANJIE JACKSON
PINNACLE STUDY CLUB OF TAMPA BAY

"This was my first Symposium—I think it was perfect." (2015 Seattle Study Club Symposium Dentist as CEO Attendee)

Dentist as CEO II:
Navigating the Great Business & Financial Maze

HELLO MY NAME IS
Dentist CEO



Secure your room at the Ritz-Carlton Amelia Island by calling: 888-239-1217. For more information (including tuition) on the symposium: www.seattlestudyclub.com.





Treatment Planning II

Monday, February 11, 2019 6:30 pm - 9:00 pm

Doctors only

Knights of Columbus, 60 Harvard Street, Summit, NJ



This meeting will be a continuation of our prior Treatment Planning workshops and advisor updates.





Incorporating Sleep Dentistry into Your Practice

With Dr. Carstensen, Part II of II

Mayfair Farms, 481 Eagle Rock Ave, West Orange, NJ 07052

Wednesday, March 6, 2019 8:30 pm - 4:00 pm

Doctors only



Following up from Part I, Part II will focus on how to implement what was learned in Part I into your Dental Practice.

How do we incorporate different levels of sleep dentistry into a dental practice? Whether the interest is solely to diagnose and refer, or to become an expert in the field, this follow-up session will explore insurance issues, the business side of sleep dentistry, the medical consequences of sleep apnea and general questions and troubleshooting of appliances and communications with other medical professionals. We will also explore how we can affect airway early in life.

Course Outline:

- How to build an interdisciplinary relationship with the sleep physician
 - To decide when, how and if sleep dentistry should become part of your practice
 - How to implement the medical reporting model for sleep disorder patients
 - Practice evaluating a home sleep test
 - Pediatric Airway – growing airways while we can
- 



Evening Discussion with our Sleep Medicine Colleagues Who's on Their Team and How Do We Communicate with Them?

Monday, April 8, 2019

6:30 pm – 9:00 pm

Doctors Only

Knights of Columbus, 60 Harvard Street, Summit, NJ



Sleep medicine specialists are trained to diagnose, treat and manage various types of sleep disorders. Physicians in sleep medicine perform a physical exam, take a medical history and may order a variety of sleep studies or tests. After identifying the specific sleep disorder, the specialist uses different methods to treat the condition. Treatment may include oral devices, medication or the use of a continuous positive airway pressure (CPAP) machine. Surgery to remove tissue obstructing the airway or lifestyle changes, such as weight loss, may also be advised. Physicians also teach patients optimal sleep hygiene techniques to improve sleep quality. The sleep team may include a combination of the following health care professionals:

- Board-Certified Sleep Medicine Physician
- Sleep Surgeon
- Behavioral Sleep Medicine Specialist
- Qualified Dentist
- Sleep Technologist

This evening session will explore the interactions between the various health care providers as well as discuss some of the testing that is done and what the interpretations tell us about our patients and their therapies.





Treatment Planning III & Final Party

Wednesday, May 1, 2019 6:30 pm – 9:00 pm

Doctors only

Location TBA



This meeting will be a continuation of our prior Treatment Planning workshops and advisor updates. In addition, we will share dinner and activities to end our Journey for Excellence programming year.



Our Venues



Olive Lucy's Restaurant
52 Speedwell Ave
Morristown, NJ



Mayfair Farms
481 Eagle Rock Ave
West Orange, NJ



Knights of Columbus
60 Harvard St
Summit, NJ