



Journey For Excellence

A Study Club Dedicated to Professional Growth

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A Chapter of the Seattle Study Club
205 Lake Street South, Suite 100, Kirkland, WA 98033
www.seattlestudyclub.com Study Club ID # 1107

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

Director: Dr. Cheryl Goren Robins

Advisory Board:

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Dr. Cheryl Goren Robins

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Dr. Kevin Muench

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Dr. Gerard Gonsalves

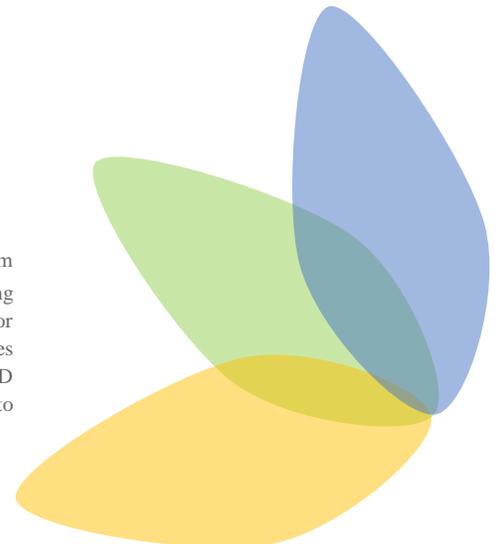
Laboratory:
Kuwata Pan Dent

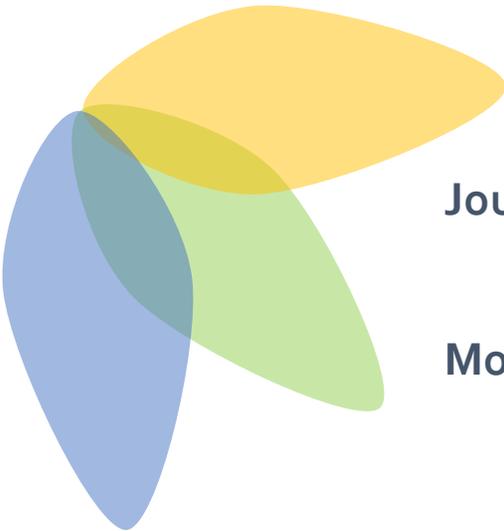
Prosthodontics:
Dr. Effie Deegan

Seattle Study Club Member Liaison:
Dr. Ed Sanossian



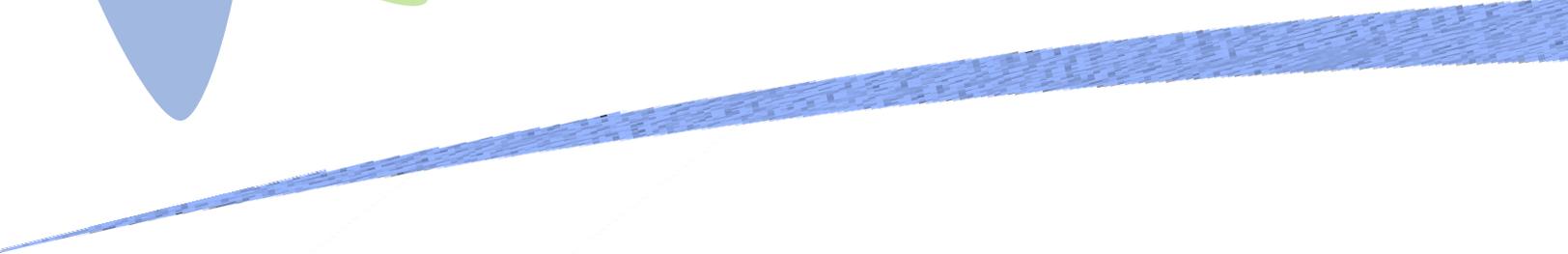
“Journey for Excellence” is designated as an Approved PACE Program Provider by the NJ Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 9/1/2016 to 8/31/2020. Provider ID# 215197.





**Welcome to the 2019-2020
Journey for Excellence Study Club Program!**

**“Bread and Butter Dentistry:
Modern Materials, Methods and Marketing”**



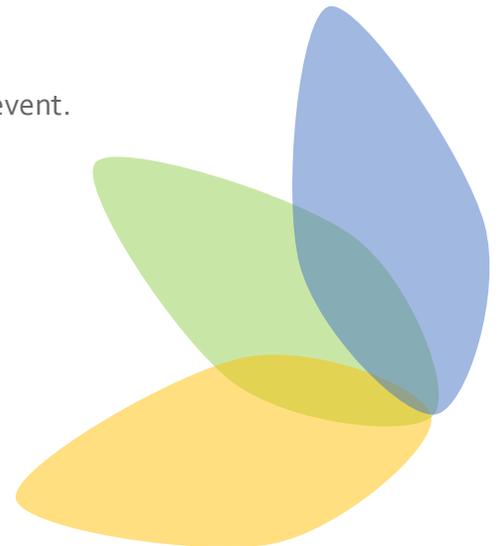
For our 19th year, we will be returning to basic dentistry, but with an up-to-date perspective...

This year's programming is divided into modules with hands-on learning interspersed throughout the curriculum. The year starts with our All Staff Day. We can provide excellent dentistry to our patients, but we need to get those patients to our offices and keep them there. Dr. Josh Austin is a lively presenter who will discuss “Clinical Marketing Tips to Attract New Patients” as well as “How to Handle Online Reputation Management.”

Weaved into our traditional evening Treatment Planning and Special Programming will be two all-day programs with Dr. Parag Kachalia and Dr. Marco Brindis. Dr. Kachalia will engage the group in a hands-on learning experience related to predictable ceramic design and selection, while Dr. Brindis will continue the discussion by expanding upon Dr. Kachalia's themes regarding material selections and protocols.

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

Cheryl





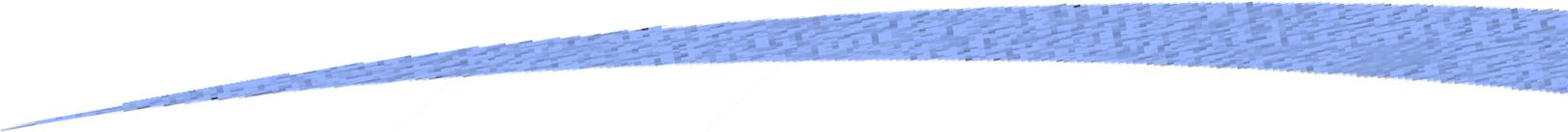
Kick-Off Event:
Healthy Italia: La Buona Cucina
Hands-on Dinner Celebration

Monday, September 16, 2019

6:30 pm – 9:00 pm

Doctors and Guest

55 Main St, Madison, NJ



Join us in the kitchen for a “hands-on” evening dinner celebration to kick off our Journey for Excellence Study Club year. After greeting our old friends and new members, we will roll up our sleeves and make a delicious home-made pasta course in Healthy Italia’s cooking school to be eaten with our 3-course meal. They will provide aprons and supplies. We will provide the fun and camaraderie of cooking pasta from scratch with friends ☺





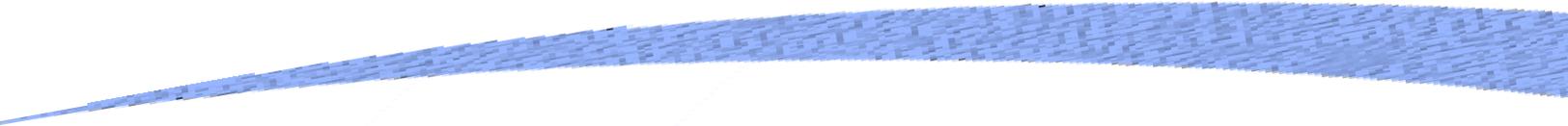
“Differentiate Yourself: Clinical Marketing Tips to Generate New Patients” and “Online Reputation Management”

with Dr. Josh Austin

Wednesday October 30, 2019 8:30am – 4:00pm

All Staff

Mayfair Farms, 481 Eagle Rock Ave., West Orange



Morning Program: “Clinical Marketing Tips to Generate New Patients”

Today’s dental market is as saturated as it has ever been. Dental practices need to differentiate themselves to stand out from the crowd. How can that be accomplished? From a marketing perspective, we will examine the different generations that affect our practice and techniques to attract the patients you want. From a clinical perspective, we will discuss techniques, tips, tricks, materials and equipment to separate your practice from the dentist down the street.

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

- Understand how patients choose their dentist
- Learn how to stand out in those places where patients look for information regarding choosing a new dentist
- Learn several clinical differentiating factors that can help a patient choose you
- Recognize how digital technology has changed everything in our practices from attracting patients to executing dental treatment
- Nail down systems to institute which will keep new patients flowing in

Afternoon Program: “Online Reputation Management”

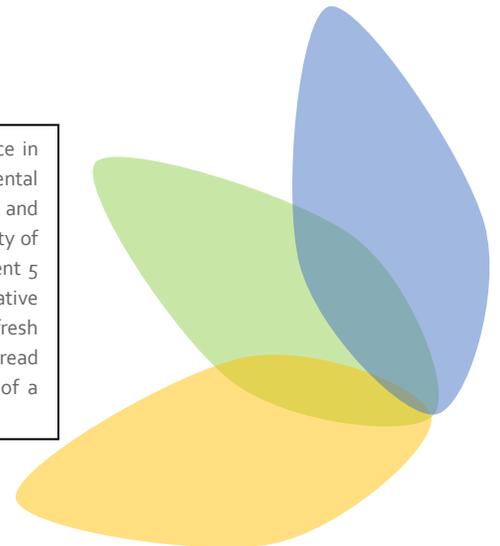
The rise of social media platforms has enabled individual consumers to share their experiences with the world. What story about you are they telling? During this session, Dr. Austin will discuss social media, which platforms best serve a dental practice, and where a few marketing dollars can go the longest way.

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

- Increase their online presence
- Engage their patients in social media platforms
- Install a system in their practice to get more reviews
- Appropriately deal with negative reviews



Dr. Austin maintains a full-time restorative dentistry private practice in San Antonio, Texas. He is an editorial director and columnist for Dental Economics magazine focusing on dental products and technology and lectures around the country. Dr. Austin is a graduate of the University of Texas Health Science Center at San Antonio Dental School and spent 5 years post-graduation as faculty in the Department of Restorative Dentistry. His approach to his “Pearls for Your Practice” column is a fresh approach in today’s commercial-driven dental journalism. When you read a “pearl,” rest assured that you are getting an honest evaluation of a product that was used by Dr. Austin in clinical practice on a patient.



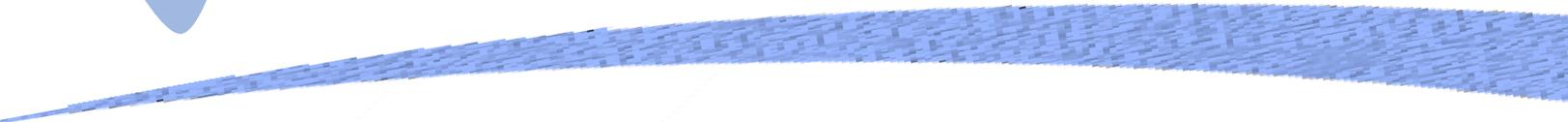


Treatment Planning

Thursday, November 21, 2019 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.





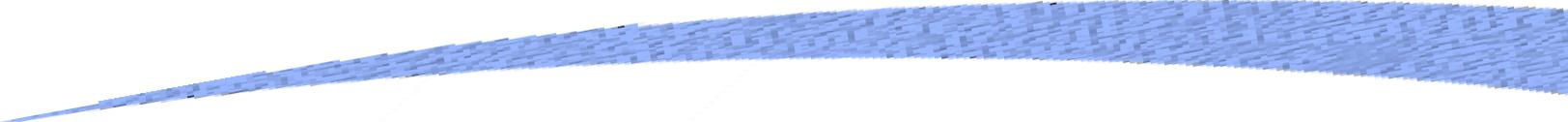
“Predictable Ceramics: A Detailed Look at Ceramic Dentistry Today – with Hands-On”

with Dr. Parag Kachalia

Wednesday, December 11, 2019 8:30 am –4:00 pm

Doctors only

Mayfair Farms, 481 Eagle Rock Ave., West Orange



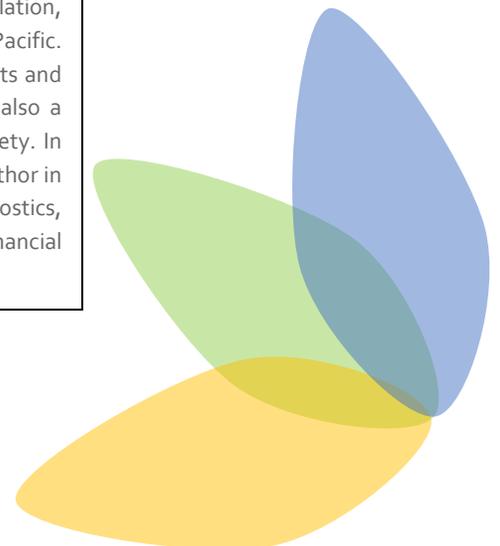
The world of metal-ceramic dentistry has had a good track record; however, new ceramic materials in the marketplace may ultimately serve as a predictable alternative for these restorations. This hands-on course will look at specific materials, proper preparation design, and a decision tree as to when all ceramic material should be considered.

Course Objectives:

- Gain an understanding of the advances in ceramic dentistry over the last five years
- Understand preparation design as it relates to new ceramics in the marketplace
- Understand the pros and cons of various ceramic systems as it relates to clinical decision making
- Be knowledgeable in proper cementation technique specific to each ceramic system



Dr. Parag Kachalia maintains a private practice in San Ramon, CA, and is the former vice chair of simulation, technology, and research at the University of the Pacific. He is a Fellow of the International College of Dentists and the American College of Dentists. Dr. Kachalia is also a member of the Omicron Kappa Upsilon Honor Society. In addition, he is a researcher as well as a published author in the areas of dental technology, digital diagnostics, contemporary fixed prosthodontics, and financial management.



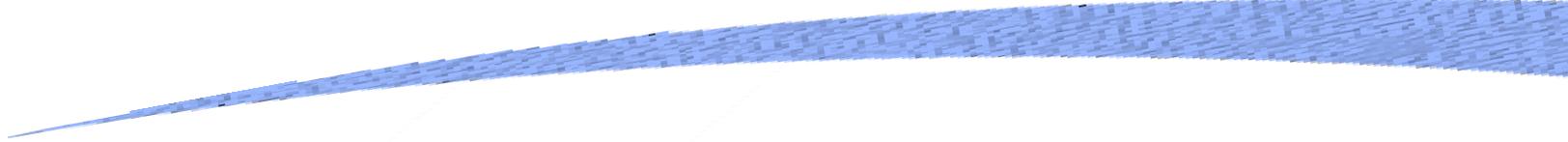


Treatment Planning

Monday, January 13, 2020 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.





Seattle Study Club 27th Annual National Symposium

“World Team Treatment Planning Championships 2”

February 5 – 8, 2020

The Biltmore
Phoenix, Arizona

Interdisciplinary treatment planning is the foundation of Symposium 2020 and all the expert teams and clinicians who will be speaking will illuminate that. However, the stars of the week will be the 24 different Seattle Study Club affiliate teams participating. These teams will bring real-world dentistry straight from their practices to the Symposium stage and will engage with each other and the audience, discussing and debating the best possible treatments for the cases presented.

This venue is smaller than previous years, so SSC will need to limit the number of doctors staying at the venue. If you want to stay at the Biltmore, you should book early to secure a room. Please Call the Arizona Biltmore directly at (800) 950-0086 to speak with a reservations agent.





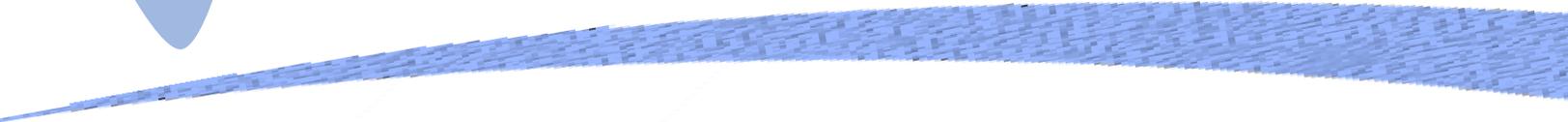
Innovations in Posterior Dental Implants

Monday, February 13, 2020

6:30 pm - 9:00 pm

Doctors only

Knights of Columbus, 60 Harvard Street, Summit



Everyday dentistry only becomes predictable when clinical problems are evaluated and researched to come up with new protocols and solutions.

Back by popular demand!

New York University Implant Residents will present their research on what's new and pertinent in the posterior dental implant world.





“Material Selection for the Everyday Implant Dentist: What, When, and How Where We Are and Where We Are Going”

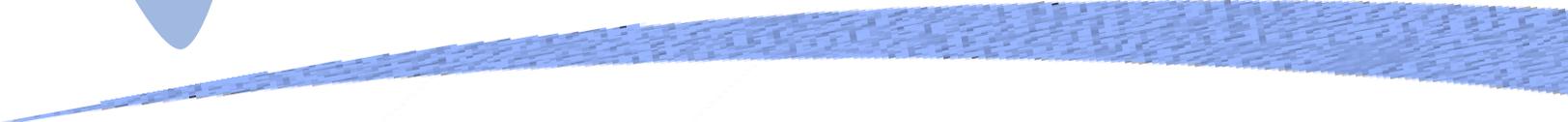
with Dr. Marco Brindis

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

Wednesday, March 11, 2020

8:30 am - 4:00 pm

Doctors only

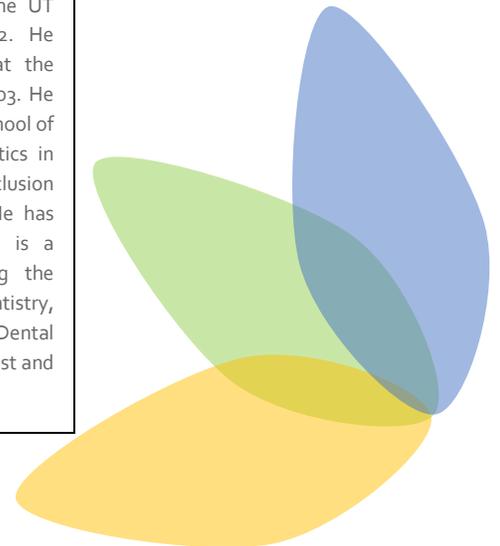


This course provides valuable information to make the best clinical decision in your everyday practice. The following topics will be covered:

- Restorations: additive vs retentive
- Evidence-based ceramic material selection
- Implant abutment material selection: The three levels of interest
- Cements: Optimize your clinical results
- Cementation protocol for implant-supported crowns
- Indications and Contraindications
- Clinical Applications
- New generation of monolithic ceramic materials
- New bonding protocols for the new generation of ceramic materials
- The new generation of ceramics for veneer restorations



Dr. Marco Brindis is a professor at the Prosthodontics Department at Louisiana State University, where he also maintains an intramural restorative practice devoted to esthetics and implants with an interdisciplinary approach. He earned a D.D.S. from the Universidad Intercontinental in Mexico City in 1998. He did a Preceptorship in Dental Implants at the Universidad Intercontinental in 1999 and a Preceptorship in Dental Implants at the Dental School at the UT Health Science Center in San Antonio in 2002. He completed a surgical Implant Fellowship at the Biotechnology Institute in Vitoria Spain in 2003. He got his Certificate in Prosthodontics at LSU School of Dentistry in the Department of Prosthodontics in 2007. He then completed the Esthetic and Occlusion courses at the Pankey Institute in 2007. He has lectured nationally and internationally. He is a member of several organizations including the American Academy of Restorative Dentistry, Academy of Osseointegration, American Dental Association, American College of Prosthodontist and the Pierre Fauchard Academy.





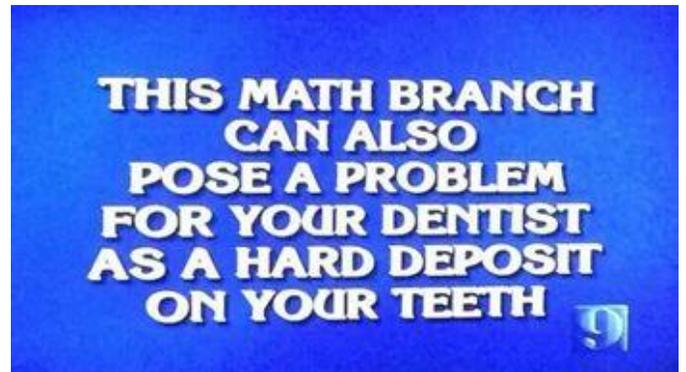
Dental Jeopardy!

Monday, April 6, 2020 6:30 pm - 9:00 pm

Doctors only

Knights of Columbus, 60 Harvard Street, Summit

Channel your inner Ken Jennings or James Holzhauer and test your dental knowledge on Current Literature, Dental Materials, Anatomy, Pharmacology, OSHA and Infection Control, Diagnosis, Treatment Planning, and many other topics!



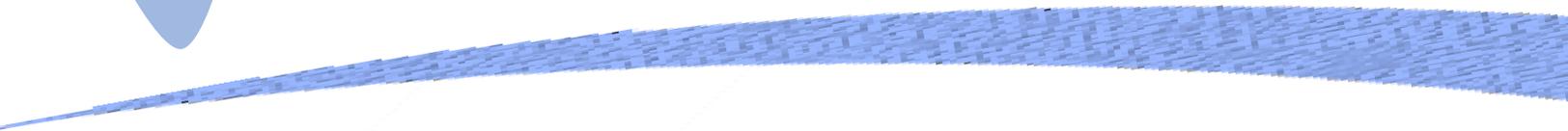


CPR Certification

Monday, April 20, 2020 6:30 pm - 9:15 pm

All Staff

Knights of Columbus, 60 Harvard Street, Summit



CProfessionals, Inc. is an established industry leader that provides CPR, First Aid, Bloodborne Pathogens and AED training.

They supply individual mannequins to each participant to allow hands-on training and to minimize overall class time. Their classes include practicing skills, demonstrations, exercises in real-life settings, discussions, and Q&A with their instructors. Includes a 2-year certification and instructional booklet.

There will be an additional charge per person for this course



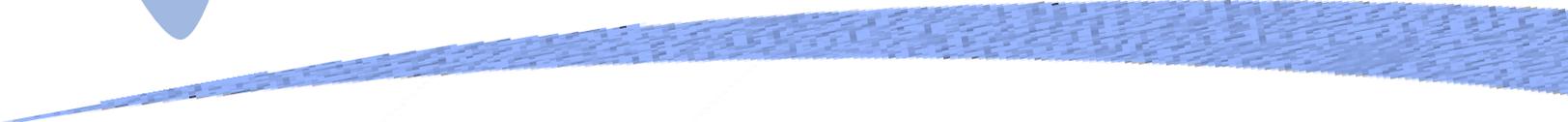


Treatment Planning & Final Party

Thursday, May 7, 2020 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 drinks to celebrate our Journey for Excellence programming year.





Our Venues



Healthy Italia
55 Main Street
Madison, NJ



Mayfair Farms
481 Eagle Rock Ave
West Orange, NJ



Knights of Columbus
60 Harvard St
Summit, NJ

