

# PRE-SHOW PROGRAM

SEPTEMBER 17-19, 2015

THE VENETIAN & THE PALAZZO HOTEL, LAS VEGAS



ROCKING DENTISTRY  
FOR THREE DECADES

**sirona.**

The Dental Company

[www.CEREC30th.com](http://www.CEREC30th.com)



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## CONNECT WITH CEREC 30:

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# JOIN US FOR THE LARGEST DENTAL EDUCATIONAL FESTIVAL OF THE LAST THREE DECADES

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Sirona Dental, Inc. invites you to join us in Las Vegas at The Venetian and The Palazzo Resort Hotel, for the CEREC 30th Anniversary Celebration, September 17-19, 2015. This milestone event features three days of world-class educational sessions, abundant networking opportunities, unsurpassed entertainment and access to leading dental industry vendors showcasing their products and services.

In this pre-show program, you will find the preliminary conference agenda, and much of the relevant information you need to prepare and plan your visit to the CEREC 30th Anniversary Celebration.\*

We believe this comprehensive program will enrich you professionally by offering educational track choices that are the right fit for you. Program tracks include CEREC, Schick IntraOral Imaging, GALILEOS ExtraOral Imaging, inLab and Orthodontics. You are free to choose sessions that focus on a single aspect of digital dentistry, research, multidisciplinary symposia that explore diverse clinical solutions and everything in between.

Join us, and discover for yourself why an event this amazing cannot be missed!

**Michael Augins**  
**President**  
**Sirona Dental, Inc.**  
**Co-Chair CEREC 30**

**Ingo Zimmer**  
**Director Clinical CAD/CAM**  
**Sirona Dental, Inc.**  
**Co-Chair CEREC 30**

\*Information contained in this preliminary program is correct at the time of printing.

# WHY ATTEND?

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## **CEREC 30 is the world's largest gathering of dental professionals in the field of digital dentistry and dental CAD/CAM.**

Recognized as one of the top digital dentistry meetings in the world, CEREC 30 is a leading educational forum for academicians, clinicians, researchers, students, trainees, office staff and other dental professionals. Meet and network with more than 6,000 dental professionals from around the world who are expected to attend this year's celebration. Some of the many benefits of attending CEREC 30 include:

- Learn from the world's best and most respected dental educators in digital dentistry solutions and advanced chairside techniques, while earning up to 18 CE Credits.
- Hear expert opinions on the opportunities associated with the practice of dentistry in a technology-savvy consumer environment.
- See A-List celebrity entertainment, including appearances by Magic Johnson, Tony Robbins and the Grammy-award winning band, Train.
- Explore the 100,000 square-foot exhibit hall showcasing the latest cutting-edge digital dentistry products and services.
- Network with thousands of other CEREC dentists during our welcome reception on Thursday evening, and close out the weekend of dental education as you party like a rock star at the CEREC 30 party at TAO the Nightclub on Saturday night.

# CONTINUING EDUCATION

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## **Learn how to differentiate your practice with the latest innovations in digital dentistry through lectures, courses and hands-on experiences.**

There will be plenty of opportunities for learning at CEREC 30. Our speakers cover the whole gamut of digital dentistry: CEREC single-visit dentistry, comprehensive rehabilitations, mastering esthetic challenges and multi-unit cases, as well as the latest in 3D cone beam integration, implantology, custom abutments, orthodontics, 2D digital radiography and laboratory processes in CAD/CAM techniques.

- Earn up to 18 CE Credits while learning advanced chairside techniques and maximizing your experience with Sirona's complete line of digital dentistry solutions.

**Don't miss out on exciting networking opportunities, special celebrity entertainment, the CEREC 30 closing party and more!**

Vegas wouldn't be Vegas without its reputation for legendary entertainment, fine dining, star-studded shows, Rodeo Drive-like shopping and don't forget that exhilarating Vegas nightlife.

That also rings true for CEREC 30. In addition to the A-list entertainers, legendary parties and an event known for exciting times, CEREC 30 is also a place to eat, drink and be merry, as well as network and enjoy great times with colleagues, friends and family.

## Celebrating special programs at CEREC 30



**For more information, go to  
[CEREC30th.com](http://CEREC30th.com)**

### THURSDAY

7:30 AM	Continental Breakfast
8:45 – 11:30 AM	Opening – General Session
11:30 AM – 12:45 PM	Lunch
11:30 AM – 8 PM	Tradeshow
12:45 – 4:45 PM	General Session
4:45 – 6 PM	Earvin "Magic" Johnson, Jr.
6 – 8 PM	Welcome Reception

### FRIDAY

7:30 AM	Continental Breakfast
7:30 AM – 4 PM	Tradeshow
8:30 AM – 12 PM	Breakout Sessions
12 – 1:30 PM	Lunch
1:30 – 3:30 PM	General Session
3:30 – 6:30 PM	Tony Robbins
8:30 – 10 PM	Train

### SATURDAY

7:30 AM	Continental Breakfast
7:30 AM – 1:30 PM	Tradeshow
8:30 AM – 12 PM	Breakouts
12 – 1:30 PM	Lunch
1:30 – 5:45 PM	General Session
7 – 10 PM	<i>Party Like A Rock Star at TAO</i>

# ENTERTAINMENT

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While you no doubt came for the educational and networking opportunities, CEREC 30 also features a can't-miss lineup of special entertainment to make your experience even more enjoyable. Begin your CEREC 30 experience at the welcome reception and stay through the closing party at TAO the Nightclub. Along with our outstanding educational program, there's guaranteed innovation, entertainment, music and good times every day of CEREC 30!

## Welcome Reception – Thursday, September 17

Kick off the weekend with CEREC family and friends at the Welcome Reception. This event features great food, tasty beverages and lots of fun. The Welcome Reception is a great opportunity to network, do business or simply relax with other attendees while bringing the first day of CEREC 30 to a close.

## General Session Celebrity Entertainment

Get inspired, motivated and entertained during the General Session special celebrity presentations at CEREC 30.



Two-time NBA Hall of Famer turned business entrepreneur, philanthropist and motivational speaker Earvin "Magic" Johnson, Jr. presents an exclusive lecture featured as part of the business and leadership curriculum at CEREC 30.

Learn from the master of leadership psychology, Tony Robbins, a world-renowned life success and leadership coach and #1 best-selling author, set to speak during CEREC 30's General Session. Mr. Robbins' exclusive lecture headlines an outstanding lineup of vibrant business speakers set to present on topics that combine world-class clinical business education and leadership skills that can be applied directly in the dental practice.





### Friday Evening Concert – TRAIN

With popular hit songs such as *Meet Virginia* and *Drops of Jupiter*, as well as current hits *Angel in Blue Jeans* and *Bulletproof Picasso*, experience the super rock band Train live as it performs its biggest hits and more at CEREC 30 on Friday evening.



### Party Like A Rock Star at TAO the Nightclub

Close out the CEREC 30<sup>th</sup> Anniversary Celebration Saturday evening at the Party Like a Rock Star bash at TAO the Nightclub. Whether you come dressed as your favorite rock star or wear your dress-to-impress outfit, be prepared to party hard and have a good time as we close out another amazing CEREC celebration!

**TAO**<sup>®</sup>  
ASIAN BISTRO & NIGHTCLUB



# KEYNOTE SPEAKERS – General Sessions\*

## CEREC 30 GENERAL SESSIONS

CEREC 30 features everything you are passionate about, all in one place. During the general sessions at C30, you will learn from and be inspired by the global leaders in digital dentistry, focusing on issues, challenges and technical solutions unique to our dental profession.



**Tarun Agarwal**

*Dental Implants - The Next Frontier for the CEREC Practice*

Learning Objectives:

- Leveraging digital technologies to dramatically expand your practice.
- Coming full circle - total control of implant process with CEREC.
- Understand how digital implantology yields productivity & profitability without clinical compromise.



**Todd Ehrlich**

*Strategies for a CEREC One-Day Cosmetic Makeover*

Learning Objectives:

- Review CEREC modality options.
- Determine ways to reduce pitfalls.
- Plan out the day for optimal results.



**Rella Christensen**

*Lithium Disilicate - Why fix what ain't broken?*

Learning Objectives:

- Review clinical situations that challenge lithium disilicate success and how to overcome each.
- Discuss what materials challenging lithium disilicate must try to achieve.
- Clinical indications for the combined use of lithium disilicate with a color matched translucent zirconia.



**Fred Joyal**

*Becoming Remarkable: Creating the Dental Practice Everyone Talks About*

Learning Objectives:

- How to make your social media systematic and effective.
- The three things that inspire patients to promote you.
- The strategy that takes your team from motivated to inspired.



### Harry Kraemer

*Becoming a Values-Based Leader*

Learning Objectives:

- Self-reflection, balance, true self-confidence and focusing on continuous improvement.



### Imtiaz Manji

*Why You? Winning the Race for Patient Engagement and Practice Growth*

Learning Objectives:

- Learn how to be the clinician of choice for contemporary value-driven patients.
- Explore how technology and convenience drive patient perception of clinical care.
- Best practices to grow clinically and economically in today's dental landscape.



### Sameer Puri

*Predictable Posterior Restorations- A Step-by-Step Recipe for Success*

Learning Objectives:

- Discover how parameters can affect the fit and finish of your restorations.
- Review and discuss ideal preparation design for CEREC posterior restorations.
- Learn a predictable 3-step design process to give you perfect proposals every time.



### Frank Spear

*Optimal Patient Care in the Digital World*

Learning Objectives:

- Learn the difference between a radiographic diagnosis and a real diagnosis.
- Understand the concept of managing a problem versus curing the problem.
- Learn a set of guidelines for when action must be taken.

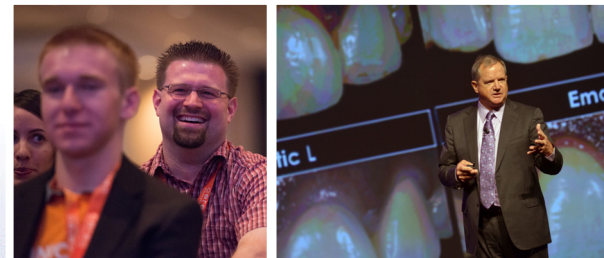


### Bernie Stoltz

*Turning your Dream Practice into a Successful Reality*

Learning Objectives:

- Create the most powerful and passionate environment that attracts your dream patients and team members for a lifetime.
- Learn what patients want and how to massively fulfill the need quickly and elegantly.
- Fall in love with the business of dentistry today and commit to being a fearless leader for your organization.



\*This list is accurate at the time of printing. More speakers, as they are confirmed, will be added. Please check [www.CEREC30th.com](http://www.CEREC30th.com) for the most current information.

# FEATURED SPEAKERS – Breakouts

## BREAKOUT SESSIONS

CEREC 30 is designed so that you can follow the educational track that best suits your needs, whether you wish to focus on a specific area of dentistry or choose sessions from across the spectrum of lecture topics. Breakout sessions are available from many disciplines, including CAD/CAM technology, implantology, digital imaging, digital radiography, laboratory, orthodontics and much more! Listed below for your review are speakers across all tracks, featuring additional information on their CEREC 30 presentations. \*



**Frank Acosta**

*An Innovative Approach to Improved Dentist/Lab Communication and Productivity*

Learning Objectives:

- Improving communication and efficiency with Sirona Connect.
- Material options.
- Innovations in inLab software.



**Tarun Agarwal**

*Implants in the CEREC Practice*

Learning Objectives:

- Learn proper virtual waxup technique that provides ideal information to implant planning.
- Learn ideal implant planning workflow that ensures ideal implant placement.
- Learn the most efficient workflow to produce ideal implant restorations.



**Lino Adolf**

*inLab Dimensions*

Learning Objectives:

- The future is now.
- Aesthetics - bridging digital with conventional.
- Quality control and great results with inLab.



**Mohammad Al-Zu'bi**

*inLab Dimensions*

Learning Objectives:

- The future is now.
- Aesthetics - bridging digital with conventional.
- Quality control and great results with inLab.



**Scott Benjamin**

*Lasers; Separating the Facts from the Fiction: Enhancing CEREC Dentistry & Hygiene Care with Lasers*

Learning Objectives:

- Learn how lasers enhance digital impressions and CEREC dentistry.
- Understanding the role of lasers in managing the patient's soft tissue.
- Understanding the value, objectives, and outcomes that lasers bring to everyday dentistry and hygiene care.



### Jay Black

*Large Complex Cases for Fixed and Removables Using Jaw-Oriented Biogeneric Reconstruction and inLab Partial Framework Software*

#### Learning Objectives:

- Managing large cases efficiently using jaw-oriented biogeneric reconstruction.
- Latest innovations with inLab partial framework software.
- In-house fabrication using inLab MCX5.



### Bobby Chagger

*The Future of Anterior Restorations - New Thinking, Technology, Materials and Analytics*

#### Learning Objectives:

- Understand how BioJaw functions in the anterior with CEREC SW 4.4.
- Understanding how the composition of materials affects the material strength, esthetic result and cementation.
- Realize which materials should be utilized for certain applications in the anterior.



### Lee Ann Brady

*All Ceramic Preparation Designs*

#### Learning Objectives:

- Posterior full & partial coverage preparation design.
- Anterior full & partial coverage preparation design.
- Increasing preparation efficiency.



### Rendon Chambers

*Streamlining Your Connection Between CEREC and inLab*

#### Learning Objectives:

- Understand Sirona Connect set-up and use as a tool for improved dentist-to-lab communication.
- Review restorative & case planning options with Connect.
- Highlight new features & workflows of latest software.



### Greg Campbell

*Keep It Simple .... CAM: Tips & Tricks*

#### Learning Objectives:

- Tips to be more efficient, productive & profitable.



### Tra' Chambers

*Streamlining Your Connection Between CEREC and InLab*

#### Learning Objectives:

- Understand Sirona Connect set-up and use as a tool for improved dentist-to-lab communication.
- Review restorative & case planning options with Connect.
- Highlight new features & workflows of latest software.

# FEATURED SPEAKERS – Breakouts



**Jennifer Chevalier**

*How to Create an Unstoppable Dental Team*

Learning Objectives:

- Establish a set of operating principles that serve to further the fulfillment of the practice goals.
- Create and implement a development plan for your employees.
- Use powerful communication techniques that empower your team.



**Todd Ehrlich**

*Strategies for a CEREC One-Day Cosmetic Makeover*

Learning Objectives:

- Review CEREC modality options.
- Determine ways to reduce pitfalls.
- Plan out the day for optimal results.



**August de Oliveira**

*Mastering CEREC Guide 2*

Learning Objectives:

- Guided surgery basics.
- GALILEOS planning for CEREC Guide 2.
- CEREC Software planning for CEREC Guide 2.



**Howard Farran**

*One Hour Dental MBA*

Learning Objectives:

- People - Maximizing employee potential.
- Time - Mastering efficiency.
- Money - Numbers that function.



**Volinder Dhesi**

*Resin This, Porcelain That – When to Use What, Where!*

Learning Objectives:

- Differences between current available materials.
- Impact of preparation design on selection of materials.
- Indications for indirect resin vs. indirect ceramic restorations.



**Chris Farrugia**

*Getting Paid for CT*

Learning Objectives:

- Understanding basic medical billing.
- Learn how to medical bill for CT.
- Combining medical/dental insurance for CT.



**Dennis Fasbinder**

*Materials to Rock Your World!*

Learning Objectives:

- Discuss innovations in CEREC materials and adhesive techniques.
- Understand clinical decision-making for the application and utilization of CEREC materials.
- Review research as it relates to material selection & clinical application to provide efficient outcomes.



**Arun Garg**

*Current Concepts in Computer Guided Implants (CGI)*

Learning Objectives:

- Understand the difference in tooth borne, tissue borne and bone borne guides.
- Understand the type of guide to use for each clinical situation.
- Understand the not too distant future direction for Computer Guided Implant surgeries.



**Rick Fox**

*The Ideal CEREC Crown Preparation*

Learning Objectives:

- Importance of reduction.
- Preparation as it relates to milling.
- Get it right the first time.



**Russell Giordano**

*CAD/CAM Monolithic Materials: Selection, Finishing, and Bonding*

Learning Objectives:

- Clinical selection of materials with respect to esthetic and preparation requirements.
- "Ideal" finishing procedures for CAD/CAM materials.
- Selection and procedures for cementing various types of materials to maximize bond strength.



**Pete Gardell**

*7 Deadly Sins of Implant Restorations*

Learning Objectives:

- Identify steps to increase efficiency with the fabrication of implant restorations with your CEREC system.
- Identify pitfalls and offer solutions to remove the stress from the design and fabrication process.
- Remove the roadblocks that are preventing you from incorporating this productive and efficient workflow into your daily CEREC life.



**Sean Han**

*All-on-Four Treatment Concept with inLab*

Learning Objectives:

- Dental implants are a major topic in our industry today. It is crucial that the dentist partners with an educated dental laboratory technician. Learn options to customize both digitally and with using the right components for each unique patient.

# FEATURED SPEAKERS – Breakouts



**Mark Hyman**

*A Day in the Life of a Top Gun Dental Team*

Learning Objectives:

- Learn the 5 key systems to improve the productivity of your practice and the quality of the service your team produces.
- Review clinical cases from the Dr. and team's perspective for single tooth, quadrant, full arch and full mouth rehabilitation.
- Learn systems you can implement today to lower stress, prevent burnout, and increase your enjoyment of dentistry.



**James Klim**

*Creating Aesthetics: The Art of Distraction*

Learning Objectives:

- Aesthetic preparation options for e.Max.
- Creating incisal illusions without cutting back.
- Completing color match with proper spacer and resin cements.



**Amy Jones**

*CEREC Fact or Fiction – Everything You Want To Know But Are Afraid To Ask!*

Learning Objectives:

- Ease anxiety about CEREC process and know there is a support system for the dental assistant.
- Answer questions assistants or other team members may be afraid to ask their doctors.
- Empower dental assistants to be more proactive and involved in the CEREC process in the practices' support system.



**Yong-Han Koo**

*Digitally Guided Bone and Tissue Regeneration in Advanced Alveolar Defects: Precision and Predictability*

Learning Objectives:

- Understand the value of precision in implantology utilizing face scanner, 3D CBCT and optical scanner from diagnosis and treatment planning to surgical and prosthetic execution.
- Understand different types of bioactive modifiers and biomaterials and their applications: PRGF, Emdogain, rhBMP-2.



**Thomas Kauffman**

*Taking Your CBCT to the Next Level*

Learning Objectives:

- Demonstrate diagnostic and treatment advantages of CBCT imaging.
- Demonstrate profitability advantages of CBCT imaging.
- Demonstrate the tangible advantages of CBCT imaging.



**Dena Lanier**

*Digital Dentistry with a Female Touch*

Learning Objectives:

- "This isn't your Daddy's Dental Practice."
- Successfully different.
- The higher the heels, the closer you are to the top.





**Brian LeSage**

*CEREC: Marginal Fit vs Prep Design & 3-D Mock-up for Veneers to Full Mouth Reconstruction*

Learning Objectives:

- Attain well-fitted & sealed CEREC restorations using precise & evidence based parameters.
- See transitional restorations in the esthetic zone.
- Observe transitional bonding from the articulator to the mouth with & without a diagnostic wax-up.



**Deb Nemes**

*Capturing the Perfect Intraoral Image*

Learning Objectives:

- Understanding the composition and characteristics of digital sensors, proper placement tools and digital imaging software.
- Correct sensor placement principles for periapical, bitewing, occlusal, endodontic and pediatric imaging.
- Attendees will be more confident in their understanding and capabilities of proper technique to acquire diagnostic digital radiographs in dentistry.



**Jason Lipscomb**

*Dental Marketing in the Mobile World*

Learning Objectives:

- Explain why mobile marketing is important and different.
- How to market on mobile devices.



**Dzon Nguyen**

*TiBase Complete Workflow*

Learning Objectives:

- Material selection.
- Imaging workflow for BlueCam and OmniCam.
- Design and color options for Abutment/Crown.



**Claude Martel**

*CEREC Bridge: Myth or Reality*

Learning Objectives:

- Clinical studies review.
- Prep and design tips.
- Simplified Cutback and layering.



**Darin O`Bryan**

*Implant Abutments: Common Pitfalls to Avoid*

Learning Objectives:

- Learn what surgical aspects to watch for that will impact the ease of abutment fabrication.
- Learn common errors made in the fabrication of custom abutments and screw retained crowns.
- Learn efficient methods for the fabrication of custom abutments and screw retained crowns with CEREC.

# FEATURED SPEAKERS – Breakouts



**Dhaval Patel**

*Demystify Anterior CERECs- Three Secrets to Esthetic Restorations*

Learning Objectives:

- Learn when to use which design technique.
- Learn how to scribe developmental grooves and contour restorations for realistic outcomes.
- Learn how to stain & glaze restorations for life-like appearance.



**Scott Pope**

*Become a CEREC Star: 5 Keys to Achieving One Hour CEREC Appointments*

Learning Objectives:

- Developing a streamline process that your staff will love
- The power of anesthetic buffering.
- Understanding the components that create great results and satisfied patients.



**Neal Patel**

*Building Today's Successful Sirona 3D Practice*

Learning Objectives:

- Comprehensive integration of cone beam in your practice.
- Simplified clinical workflow in a high performance practice.
- Applying digital dentistry to sleep apnea and TMD appliances.



**Dan Poticny**

*CEREC Clinical Decision-Making*

Learning Objectives:

- Material performance-what and where.
- Restoration type: Crown, partial coverage, or other?
- Clinical tips that assure success.



**Matthew Petchel**

*Branding in Practice – Branding secrets that are an absolute necessity to a dentist's success*

Learning Objectives:

- Treat your patients like consumers.
- Stronger brands can charge a premium.
- Get to know your patients so well, you don't have to sell.



**Sameer Puri**

*CEREC Software 4.4 - A Thorough Introduction and Review*

Learning Objectives:

- An overview of the new 4.4 tools.
- Learn about increased indications with 4.4 software.
- Understand how to apply your current workflow to the new software.



### **Anthony Ramirez**

*Bringing Your Practice Into The 21st Century With Sirona Dental Technologies*

Learning Objectives:

- Advantages of the digital workflow using Schick 33, CEREC and GALILEOS.
- Improving Diagnosis and Treatment planning, “seeing the whole picture” with GALILEOS 3D imaging.
- Digital Implantology with CEREC-GALILEOS integration.



### **Mary Ann Rupertus**

*Capturing the Perfect Intraoral Image*

Learning Objectives:

- Understand the composition and characteristics of digital sensors, proper placement tools and digital imaging software.
- Correct sensor placement principles for periapical, bitewing, occlusal, endodontic and pediatric imaging.
- Gain confidence in understanding and capabilities of proper technique to acquire diagnostic digital radiographs in dentistry.

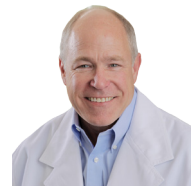


### **Jay Reznick**

*Evaluation and Management of Implant Complications*

Learning Objectives:

- Determining implant longevity.
- Treatment options for failing implants.
- Techniques for removal of failing implants.



### **Doug Schulz**

*Everything Guided*

Learning Objectives:

- Which guide to use for which case.
- Workflow for each guide.
- Learn how to design and fabricate the new CEREC Guide 2.



### **Rich Rosenblatt**

*Top 5 tips to Help Decrease CEREC Appointment Time*

Learning Objectives:

- Improve speed of prep for crowns and onlays.
- Improve design time with a cookbook for designing restoration.
- Improve cementation times with tips and armamentarium to help with bonding.



### **Mike Skramstad**

*Anterior Excellence with CEREC: A New Paradigm*

Learning Objectives:

- Design: Novel methods to guarantee success.
- Materials: Step-by-step process of choosing the correct material; new materials will also be introduced.
- Finishing/staining/glazing: Proper technique to make your restorations better than you ever imagined.

# FEATURED SPEAKERS – Breakouts



## Mike Suris

*Large Complex Cases for Fixed and Removables Using Jaw-Oriented Biogeneric Reconstruction and inLab Partial Framework Software*

### Learning Objectives:

- Managing large cases efficiently using jaw-oriented biogeneric reconstruction.
- Latest innovations with inLab partial framework software.
- In-house fabrication using inLab MCX5.



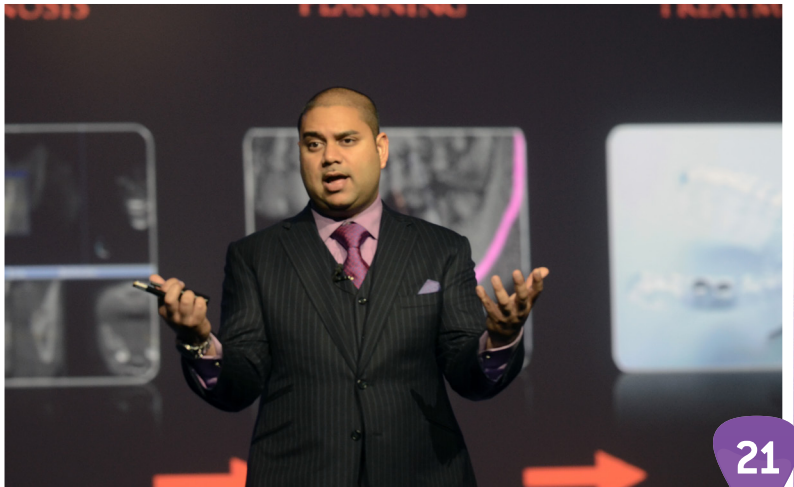
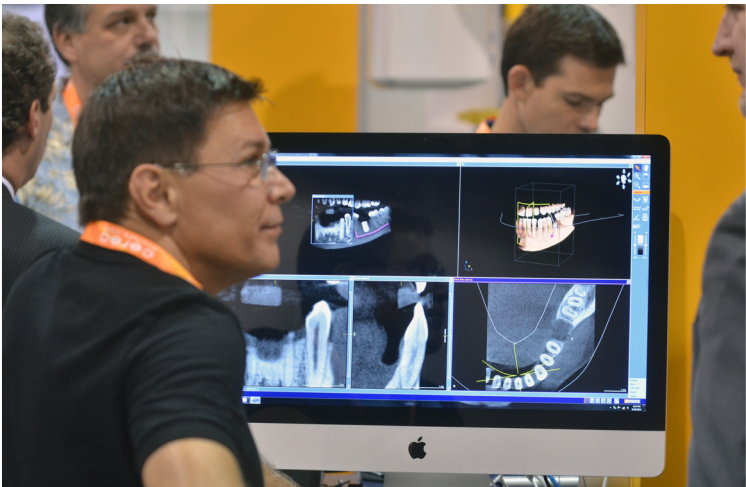
## Daniel Vasquez

*An Innovative Approach to Improved Dentist/Lab Communication and Productivity*

### Learning Objectives:

- Improving communication and efficiency with Sirona Connect.
- Material options.
- Innovations in inLab Software.





# SPONSORED PROGRAMS – Breakouts

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## CEREC 30 SPONSOR & SPECIAL GROUPS BREAKOUT SESSIONS

The CEREC 30th Anniversary Celebration features several special program tracks for attendees.\* These interactive sessions focus on a variety of topics showcasing the latest products, services and techniques from each special group. Attendees of these breakout sessions have the opportunity to delve deep and explore more thoroughly a topic of interest from each of these sponsors.

*\*PLEASE NOTE: Some Sponsor & Special Groups Breakout Sessions are ticketed events that require certain credentials for admission. Please consult the onsite program for more information regarding which events are ticketed and/or require credentials for admission.*

# CLEARCORRECT – Breakout

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**Pete Gardell**

*ClearCorrect: The Benefits of Using CEREC Ortho & Clear Aligners in your Practice*

Learning Objectives:

- Understand the benefits of using clear aligner therapy in your practice
- How to use CEREC Ortho for your clear aligner case submissions
- Overview of treatment options and products offered by ClearCorrect
- Summary of various case studies showing the spectrum of what types of cases can be treated with ClearCorrect

# COMPREHENSIVE FINANCE – Breakouts



**Bruce Baird**

*Maximize Your CEREC Investment - How To Go From 20 to 60 Units Per Month*

Learning Objectives:

- Gain the mindset of a productive dentist.
- Schedule to productivity – not time!
- Breakthrough the barriers of case acceptance with an innovative solution to patient financing.



**Paul Homoly**

*Creating Grateful Patients With An Innovative Breakthrough In Patient Financing*

Learning Objectives:

- Learn a simple solution to overcome the real barriers to case acceptance.
- What it really means when third party financing denies your patient.
- Learn how to balance high quality lifetime patient care and productivity.

# DENTSPLY – Breakout



**Bob Conte**

*Revolutionizing High-Strength Glass Ceramics with CELTRA DUO [ZLS], Designed for CEREC*

Learning Objectives:

- Hands-on workshop explores the wonders of Zirconia Reinforced Lithium Silicate [ZLS].
- Learn two paths to success: mill and polish or mill and fire—and how to choose.
- Discover the proven benefits of CELTRA DUO [ZLS].



# EAGLESOFT – Breakouts



**Jenny Allen**  
**Val Reed**

*Eaglesoft 18 – You Get the First Sneak Peek*

Learning Objectives:

- Meet members of the development team from Patterson Technology.
- See what they are working on for Eaglesoft 18.
- Hear more about the Patterson automatic updater.



**Jenny Allen**  
**Dianna Borries**

*Don't Just Roll the Dice, Measure Your Success and Improve Your Practice Lifestyle with Eaglesoft*

Learning Objectives:

- Identify potentially overlooked practice opportunities.
- Understand the structure of Eaglesoft reports to make the most of the information available.
- Set goals and track your practice success on a daily basis.



**Daniel Easty**  
**Mary Horvath**

*You've Hit the Jackpot! Now Cash in on Your Winnings with Eaglesoft!*

Learning Objectives:

- Set goals and utilize features within Eaglesoft to gain the best control of your practice lifestyle and schedule.
- Maximize efficiency and productivity with your Electronic Chart and CEREC.
- Utilize Eaglesoft to reach optimal patient treatment acceptance.



**Judy Kay Mausolf**

*R.I.S.E. to Success – How to Successfully Implement and Sustain Change*

Learning Objectives:

- Learn how to turn your great ideas and new learnings into habits that will allow you to R.I.S.E. to Success and your practice to thrive.
- Understand and overcome the roadblocks to implementing change in the practice environment.
- Discover the specific tools you can use now to establish new processes and systems benefiting the entire team and your patients.





# FORTUNE MANAGEMENT – Breakouts



**Paul Bass**

*Untapped Potential : The Million Dollars You are Leaving on the Table*

Learning Objectives:

- How to easily generate an additional \$1M in your practice.
- Discover how to calculate your true hygiene effectiveness rate.
- Create a game plan to motivate the entire team to take ownership in the growth.



**Tony Robbins**

*MONEY : Master the Game - 7 Simple Steps to Financial Freedom*

Learning Objectives:

- Create a guaranteed lifetime income stream that you will never outlive.
- Reach your financial goals 30% quicker and retire up to ten years sooner.
- How to reduce the 401k fees that will rob your retirement savings over time.



**Mark Murphy**

*Creating Multigenerational Wealth : How To Protect and Grow Your Assets*

Learning Objectives:

- How and when to recapture the investment in your practice.
- How to conduct a financial analysis and a practice valuation.
- How to achieve and keep the lifestyle you want for a lifetime.



**Craig Spodak**

*Harness the Power of Team Culture & Using the Power of Social Media to Create your Dream Practice*

Learning Objectives:

- How a bold vision for your desired dental practice creates an accountable team that helps you achieve that dream.
- Ignite your team and create a distinct practice culture.
- Tips and techniques for utilizing the power of social media to create “word of mouth marketing campaigns on steroids.”



**Ali Oromchian**

*Creating Multigenerational Wealth : How To Protect and Grow Your Assets, Continued*

Learning Objectives:

- Top 10 HR and legal minefields to avoid when you are in practice and when you are ready to sell.
- Contract and lease negotiation strategies for practice mergers and acquisitions.
- How to establish a strong dental practice with minimal risk and complete peace of mind.



# ORTHODONTIC SYMPOSIUM – Breakouts



**Arthur Curley**

*The Law and 3D Imaging*

Learning Objectives:

- Review the legal evolution of CBCT, examine case studies, and provide the direction of legal trends.
- Get tips and forms for risk reduction and claim avoidance.



**John Graham**

*Not Your Daddy's Orthodontics - Cutting Edge, Modern Orthodontic Treatment*

Learning Objectives:

- Review modern orthodontic techniques that deliver beautiful, functional & efficient results.
- CBCT technology, TADs, passive self-ligation techniques, white-spot lesion treatment, crowding and cross-bite resolution options, orthognathic surgery results without surgery, Botox to enhance orthodontic outcomes, sleep apnea treatment, and much more!



**Hugo De Clerck**

*Miniplate Anchorage for Midface Protraction in Class III Patients and Molar Distalization in Class II Cases*

Learning Objectives:

- Discuss usage of modified miniplates for distal movement of upper arch without extraction of premolars.
- Review conebeam CT usage at T1 and T2 registered on the anterior cranial base.
- Compare outcomes to a control group and face mask orthopedics.



**Shikha Rathi**

*Imaging Diagnostic Pearls for the Orthodontist*

Learning Objectives:

- Discuss straight-forward approach in analyzing CBCT scans and developing interpretation strategies.
- Focus on the effect of TMJ on facial growth patterns and its correlation with the occlusion and the airway.
- Review the role of imaging for recognizing anatomic boundaries and software applications for airway analysis.



# VITA – Breakouts



**Russell Giordano**

*Enamics: Exactly What is It and How do you Use It?*

Learning Objectives:

- Discuss how various material selections for clinical use depends greatly upon material properties and their proper use.
- Review exactly what Enamic is and how it compares to existing materials with respect to properties and clinical applications.
- Specific and overall bonding techniques as well as efficient polishing techniques will be presented.



**Gerhard Werling**

*Simplifying Matters: How to Find Your Way Through the Material Jungle*

Learning Objectives:

- Discuss how to find your way through the material jungle illustrated with real cases, from high aesthetical non-prep solutions to bruxism resistant full ceramics.
- Illustrate what factors are important in the decision making process and how the choice of cement impacts on the material selection.



# HOTEL INFORMATION

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The Venetian® Resort Hotel Casino, the largest property in the country to receive AAA's Five Diamond Award and Mobil Four-Star, is one of the world's most luxurious resort and convention destinations. Recreating Venice's legendary landmarks, the resort offers unmatched service and quality for leisure and corporate guests.

Las Vegas is a wonderful host city that offers many cultural, entertainment, culinary and shopping options for CEREC 30 attendees. Visit [www.LVCVA.com](http://www.LVCVA.com) for sightseeing, entertainment and dining ideas.

# HOTEL RESERVATIONS

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Sirona has negotiated a special room rate at The Venetian and the Palazzo Hotel.

After completing your online CEREC 30 registration, you should visit The Venetian reservation site (more information is available on the CEREC 30th website, located at [www.CEREC30th.com](http://www.CEREC30th.com)). If you prefer, you can call The Venetian toll free at 866-659-9659. Be sure to mention that you want the group rate for the CEREC 30th Anniversary Celebration.

All individuals are responsible for making their own reservations and will be subject to ALL hotel reservation and cancellation policies, including deposits and penalties. Once the room block is filled, you will be subject to the hotel's current rates.



**DON'T WAIT,**  
reserve your room today!

# INTERNATIONAL ATTENDEES

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## Visa Requirements/Visa Waiver Program

Participants from outside the United States may need to apply for a visa at the American Embassy, Consulate or other visa-issuing office in their country of origin. To obtain a visa, you will need a letter of invitation, a valid passport, a photo ID and a completed Form DS-156 (non-immigrant visa application form).

To request an invitation letter, you must first register for the meeting. Once you have registered, you may request your invitation letter by emailing [events@sirona.com](mailto:events@sirona.com).

You are encouraged to start your visa application process as soon as possible. Some U.S. embassies and consulates may require a face-to-face interview for non-immigrant visa applications. Apply for your visa at least three to four months before the meeting.

International travelers seeking to travel to the United States under the Visa Waiver Program are now subject to enhanced security requirements. All eligible travelers who wish to travel under this program must apply for authorization using the Electronic System for Travel Authorization (ESTA) website, <https://esta.cbp.dhs.gov/>.

To learn more about these requirements, visit the U.S. Department of State website at [www.travel.state.gov](http://www.travel.state.gov).



# FAQs

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## **How Much Does It Cost To Register?**

Registration fees vary. Visit [www.CEREC30th.com](http://www.CEREC30th.com) for more information.

## **What Is Included In The Registration Fee?**

There are several registration types. Visit the CEREC 30th website for more details on the various types and what is included with each. For a standard Doctor registration, the fee includes three days of training, access to the 100,000 square foot exhibit hall featuring the latest CAD/CAM technology and advanced dental products, entertainment and some meals.

## **How Do I Register And What's The Deadline?**

Due to popularity, CEREC 30 may sell out; register online now at [www.CEREC30th.com](http://www.CEREC30th.com) to guarantee your space at the biggest dental event of the last three decades!

## **I Just Want To See One Talk.**

We do not sell registrations for portions of the meeting. Anyone interested in attending one talk will have to register for the entire meeting.

## **Can My Spouse Attend With Me?**

Spouses and guests are welcome at CEREC 30. You can purchase a spouse/guest pass, providing your spouse/guest is not a dentist, that allows the spouse/guest into the entire conference.

## **Can I Bring My Child To CEREC 30?**

Please note that CEREC 30 is a professional medical meeting. In order to maintain this environment, for safety concerns, and the fact that the content presented is not always appropriate for children, no one under the age of 12 (including infants in strollers) are allowed unless they are registered conference attendees. Non-registered guests are not allowed to participate in any part of the conference, including meals, General Session, Breakouts, Welcome Reception, Celebrity Entertainment and the closing Party.

## **Can I Register On Site?**

Yes; however, we encourage you to register in advance, as the program may sell out. By registering in advance, you can also avoid standing in line on site.

## **Housing & Travel**

### **How Do I Make Hotel Reservations?**

Individuals are responsible for making their own travel arrangements to and from Las Vegas. You should try to make your hotel reservation when you register for CEREC 30 online. The appropriate link will be provided as part of the registration process. A special rate has been negotiated with The Venetian and The Palazzo Hotel. Once the room block is filled, the special rate will no longer be available. Booking your hotel stay at The Venetian or The Palazzo may be done through the CEREC 30 site: [www.CERECOnline.com/CEREC30-hotel](http://www.CERECOnline.com/CEREC30-hotel).

# FAQs

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## **What If I Need To Change Or Cancel My Hotel Reservations?**

You are responsible for knowing the hotel's cancellation policy. If you do not cancel your reservation before the hotel's deadline, you will forfeit your deposit. If you fail to arrive at the hotel on your confirmed arrival date, you will forfeit your deposit and your reservation will be cancelled. For more information, visit [The Venetian](#) and [The Palazzo Hotel](#) website.

## **When should I fly in?**

Please plan to arrive on Wednesday before the event and either fly out late Saturday or anytime Sunday. A general overview of the event is as follows: sessions start early morning around 8am and end around 5pm, Thursday, Friday and Saturday with evening activities each night.

## **I am traveling from outside the United States. What do I need to do?**

You may need to apply for a visa at the American Embassy, Consulate or other visa-issuing office in your country of origin. To obtain a visa, you will need a letter of invitation, a valid passport, a photo ID, and a completed Form DS-156 (non-immigrant visa application form.)

To request an invitation letter:

- Register for CEREC 30
- Request an invitation letter by emailing [Events@Sirona.com](mailto:Events@Sirona.com)
- If you are traveling under the Visa Waiver Program, you must apply for authorization at the Electronic System for Travel Authorization

You are encouraged to start your visa application process at least 3 to 4 months in advance as the application process can be lengthy and include face-to-face interviews.

For questions about international travel, please visit the [U.S. Department of State](#) website.

## **What if I need to cancel my registration?**

Cancellations and refund requests will be accepted as follows:

- On or before June 30, 2015 – 50% refund.
- On or after July 1, 2015 – No refunds honored after this date.

## **CME/Certificate of Attendance**

### **Is CE Credit Available? What About A Certificate Of Attendance?**

Up to 18 hours of CE can be earned at CEREC 30. More information for claiming CE or requesting a Certificate of Attendance will be distributed onsite at CEREC 30.

## **Other Questions**

### **Is there going to be a party?**

Yes, and you don't want to miss this one! Party Like a Rock Star as we close out the CEREC 30th Anniversary Celebration on the evening of Saturday, September 19th!

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Tony Robbins  
TruDenta  
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VOCO America, Inc  
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# CONTACT INFORMATION

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Exhibitor and Sponsorship Coordinator  
Meggan Polich  
[meggan.polich@sirona.com](mailto:meggan.polich@sirona.com)

Event Manager  
Sharon DeWolfe  
[sharon.dewolfe@sirona.com](mailto:sharon.dewolfe@sirona.com)

Event Manager  
Ben Kuhl  
[ben.kuhl@sirona.com](mailto:ben.kuhl@sirona.com)

Registration Coordinator  
Ben Kuhl  
[ben.kuhl@sirona.com](mailto:ben.kuhl@sirona.com)

Speaker Coordinator  
Sameer Puri, DDS  
[sampuri@gmail.com](mailto:sampuri@gmail.com)

Trade Show Coordinator  
Heidi Helms  
[heidi.helms@sirona.com](mailto:heidi.helms@sirona.com)

REGISTER NOW AT  
[www.CEREC30th.com](http://www.CEREC30th.com)

The Venetian Resort Hotel Casino  
3355 Las Vegas Blvd. South  
Las Vegas, NV 89109  
Phone: 702.414.1000  
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