

Upcoming Events

THE ARTISTIC DENTIST: EXCELLENCE IN DIRECT ANTERIOR AND POSTERIOR COMPOSITES

Saturday - Sunday, December 4 - 5, 2004

NEW ODONTIC SEMINAR: ORAL PATHOLOGY UPDATE

Wednesday, December 8, 2004 (San Diego)
Friday, December 10, 2004 (Los Angeles)

THE 30th ANNIVERSARY OF THE USC PERIODONTAL AND IMPLANT SYMPOSIUM

Friday - Sunday, January 21 - 23, 2005

EMERGING DISEASES, INFECTION CONTROL AND CALIFORNIA LAW

Saturday, February 5, 2005

14th ANNUAL STEINER MEMORIAL LECTURE OPTIMIZING TREATMENT TIMING: WHEN TO START AND WHAT TO DO

Friday, February 11, 2005

CHRONIC FACIAL PAIN, ORO/DENTAL PAIN AND HEADACHES

Friday - Saturday, February 11 - 12, 2005

ESTHETIC REHABILITATIONS AND BONDED PORCELAIN RESTORATIONS

Friday - Saturday, February 25 - 26, 2005

ORAL SURGERY FOR THE GENERAL PRACTITIONER

Saturday, March 5, 2005

COSMETIC IMAGING USED TO ENHANCE ESTHETIC CASE PRESENTATIONS & TREATMENT PLANS

Saturday, March 12, 2005

ENDODONTIC UPDATE: BIG ISSUES OVER SMALL TISSUES

Friday, March 18, 2005

USC ADVANCED ESTHETIC DENTISTRY CONTINUUM 2005

Friday - Sunday, March 18 - 20, 2005
Friday - Sunday, April 29 - May 1, 2005
Friday - Sunday, June 24 - 26, 2005

ADACERP
CONTINUING EDUCATION RECOGNITION PROGRAM

CDA

**Academy
of General Dentistry**

USC School of Dentistry is an ADA CERP, CDA and AGD recognized provider

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*108 Years of
Tradition and Excellence*

Building Your Own Dream Esthetic Dental Practice

Team Driven Diagnosis, Treatment Planning
& Acceptance



Before



After



Lectures & Case Studies

Limited Attendance

Diagnosis



USC School of Dentistry
Friday - Saturday,
January 28 - 29, 2005
9:00 a.m. - 5:00 p.m.

Building Your Own Dream Esthetic Dental Practice: Team Driven Diagnosis, Treatment Planning and Acceptance

Friday - Saturday, January 28 - 29, 2005
9:00 a.m. - 5:00 p.m.

A LECTURE AND PARTICIPATION PROGRAM

14 Hours of Continuing Education



Jose-Luis Ruiz, DDS, FAGD

Dr. Ruiz is Course Director of the USC Advanced Esthetic Dentistry Continuum and Clinical Instructor at the USC School of Dentistry. He is a Fellow of the Academy of General Dentistry, Associate Instructor and Mentor at PCC Utah, teaching with Dr. Gordon Christensen, and an independent evaluator of dental products for CRA.

Dr. Ruiz has been practicing General Dentistry in the Film Studio District of Los Angeles for over 13 years, where he treats many stars and entertainers. Dr. Ruiz's esthetic makeovers have been featured on a number of television shows including NBC Channel 4 News, ABC 7 Vista LA and Channel 52 Telemundo, and he is regularly consulted on Esthetic Dentistry. Dr. Ruiz lectures nationally and internationally and has published multiple papers on Cosmetic Dentistry and Team Leadership.

SYNOPSIS

Successful esthetic dental practice depends on the dentist's skills as a diagnostician and a motivator for both patients and the team. You CANNOT do it alone! A motivated and effective dental team makes the dental practice much more efficient and patient-centered allowing delivery of better dental care. Having a great dental team is not fortuitous. A good leader dentist should inspire and develop his team and in turn the team will inspire and motivate patients for better oral health care.

In this two-day course, Dr. Ruiz will help you champion your dental team and develop a process to increase the effectiveness of your team while aligning the goals of the practice with the goals of your patients. This course will also provide you with practical strategies and techniques that are easy to implement in order to perform team-driven diagnosis, treatment planning and acceptance. Principles of esthetic diagnosis, treatment planning, team-driven patient education, patient motivation and team building will be discussed. Dental team participation exercises, role-playing of different patient personality types and techniques to inspire and motivate each one will be a major part of this course.

Upon completion of this course you will be able to:

- Understand the importance of diagnosis and case selection for ideal esthetic results
- Create an effective record-taking system, knowing when and how to use photography, models and wax ups
- Perform smile design
- Build a winning team and enhance team dynamics
- Understand what patients really want and measure patient satisfaction
- Provide a team-driven patient education
- Understand the value of highly focused and motivated dental team in order to increase patient satisfaction
- Educate, motivate and inspire patients for complete and more esthetic oral health care
- Help your patients understand the value of your services to achieve a greater level of treatment acceptance



REGISTRATION FEES

Before January 15, 2005

Dentist: \$795

Auxiliary: \$195

After January 15, 2005

Dentist: \$845

Auxiliary: \$235