

## Upcoming Events

### TEMPOROMANDIBULAR DISORDERS, ARTHROCENTESIS AND BOTOX/TRIGGER POINT INJECTIONS

Friday - Saturday, July 15 - 16, 2005

### IMPROVING WOMEN'S ORAL HEALTH: NEW STRATEGIES FOR LIFE-LONG RESULTS

Friday, July 22, 2005

### 31<sup>ST</sup> ANNUAL REVIEW OF CONTINUING EDUCATION IN DENTISTRY

Kauai, Hawaii: Saturday - Tuesday, July 30 - August 2, 2005  
Maui, Hawaii: Thursday - Sunday, August 4 - 7, 2005

### THE ARTISTIC DENTIST: EXCELLENCE IN DIRECT ANTERIOR AND POSTERIOR COMPOSITES

Friday - Saturday, August 26 - 27, 2005

### USC COMPREHENSIVE SURGICAL & RESTORATIVE IMPLANT TRAINING PROGRAM

Friday - Sunday, September 9 - 11, 2005  
Friday - Sunday, October 7 - 9, 2005  
Friday - Sunday, November 18 - 20, 2005

### DIGITAL RADIOGRAPHY IN DENTISTRY: TODAY AND TOMORROW

Friday, September 30, 2005

### EMERGING DISEASES, INFECTION CONTROL AND CALIFORNIA LAW

Saturday, October 1, 2005

### UPDATE IN EARLY ORAL CANCER AND PRECANCER DETECTION

Saturday, October 15, 2005

### ADVANCE BONE GRAFTING FOR IMPLANT SITE PREPARATION

Saturday, October 15, 2005

### THE USC FOURTH INTERNATIONAL ENDODONTIC SYMPOSIUM

Friday - Saturday, October 21 - 22, 2005

### PAIN MEDICATIONS UPDATE FOR DENTISTS TREATING CHRONIC PAIN AND MUCOSAL DISEASE

Friday - Saturday, October 21 - 22, 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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## Building Your Dream Esthetic Team



Before



After



Lectures & Case Studies

Limited Attendance

*Diagnosis*



USC School of Dentistry  
Friday - Saturday,  
September 23 -24, 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, September 23 - 24, 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 September 1, 2005

Dentist: \$795

Auxiliary: \$195

#### After September 1, 2005

Dentist: \$845

Auxiliary: \$235