

Make LUMINEERS® DESTINATION EDUCATION ORLANDO your moment in the sun!

Walt Disney World Swan & Dolphin Hotel

April 8-10, 2011

THE 3 DAYS that could add \$150,000 OR MORE to your practice's annual revenue



ALL NEW PROGRAM

LUMINEERS Destination Education isn't just about minimal-prep veneers anymore – it's now about the Smile Continuum. The goal of this program is to give you viable solutions to satisfy patient's needs and grow your practice by advancing a patient along the Smile Continuum:

Whitening to Snap-On Smile to LUMINEERS to Lesion Detection.

- Snap-On Smile
- LUMINEERS
- All NEW Hands-On Training For LUMINEERS
- NEW LUMITray Technology
- Laser - Soft Tissue Management
- Oral Lesion Detection - Often Life Saving
- Proven Practice Building Techniques
- New Crown Technology - No More Temporaries

SPEAKERS (subject to change)



Dr. Ross Nash is the co-founder and President of the Nash Institute for Dental Learning located in Charlotte, NC, where he maintains a private practice. This graduate of University of North Carolina at Chapel Hill has advanced the science of dentistry as an educator, author, lecturer and consultant. He is a worldwide Accredited Fellow of the American Academy of Cosmetic Dentistry.



Dr. Marc Liechtung graduated from the University of Pennsylvania School of Dental Medicine. For the last 20 years, he has served the New York community providing superior dental care for patients in his private practice. In response to patient needs, Dr. Liechtung invented the versatile removable veneer appliance Snap-On Smile.



Dr. Barry Freyberg has placed over 600 LUMINEERS units, including many using the LUMITray placement system. In 42 years of practice, he has performed countless minimal-prep and traditional-prep veneer placements. A Smile Discovery Member since 2006, in addition to placing over 600 LUMINEERS, Dr. Barry Freyberg continues to be an industry leader in presenting innovations in dentistry and has lectured tirelessly on the subject of techesthetics worldwide.



Dr. Cyrus Tahmasebi received his DDS from the University of Southern California School of Dentistry and has been a guest lecturer there since. He has served on the board of directors for San Diego Dental Society as well as on the Board of Councilors for the USC School of Dentistry. Dr. Tahmasebi has owned and managed his dental practice in San Diego for nearly 20 years and is now the Vice President of Clinical Education and Development at Den-Mat Holdings, LLC. Prior to Den-Mat, he served as the medical director of BriteSmile Corporation. He has lectured extensively nationally and internationally and has appeared on ABC, NBC and CBS to discuss cosmetic dental-related issues. He is a member of the ADA and CDA and a Fellow of The American College of Dentistry.



Dr. Omer Reed Few individuals in dentistry have the well learned respect garnered by Dr. Omer Reed. Throughout his career he has embraced new procedures early and mastered them. He has taught numerous courses and educated countless dentists in his more than 30 years in dentistry, all while growing his own thriving practice in Phoenix, AZ. Dr. Reed is a true original at the top of his game.



Mr. Rob Brenneise is a dynamic, entrepreneurial business strategist who has had a profound influence on the cosmetic dentistry industry for 22 years and currently serves as Vice President of Training and Clinical Affairs at Den-Mat Holdings, LLC. Based upon extensive practical knowledge, his methods for the successful implementation of LUMINEERS BY CERINATE have repeatedly delivered impressive results. Mr. Brenneise has developed keen insight for identifying business opportunities and driving growth through increased case acceptance and his unique total office approach. He has trained thousands including the offices of CRA, REALITY and THE DENTAL ADVISOR.



Dr. Peter Harnois has been practicing all phases of general dentistry in Hinsdale, Illinois for the past 25 years. His philosophy is to give patients the best appearance in the least invasive, most holistic manner. Dr. Harnois offers the most innovative aspects of esthetic dentistry. He is an active full-time clinician who has placed over 1500 LUMINEERS since he began offering them to his patients 2 and 1/2 years ago. Dr. Harnois is a past instructor at the University of Illinois at Chicago College of Dentistry.



Dr. Stacey Layman is a true LUMINEERS Dentist. After graduating from Baylor College of Dentistry, she moved to Arizona and, within a year, purchased a modest family dental practice. Since joining the Smile Discovery Program in 2006, she has placed over 600 units. Lesia Crawford is the office manager and patient coordinator at this successful practice.

LUMINEERS® DESTINATION EDUCATION

Register Today > 800-445-0345 or www.ascredu.org

BREAKOUT SESSIONS

Also, the LUMINEERS course curriculum has been totally redesigned to enhance your success. The hands-on sessions will be conducted via a four-handed dentistry technique on articulated arches using high speed hand pieces and the entire product portfolio, including placing real LUMINEERS.

AGENDA (subject to change)

FRIDAY, APRIL 8

9:00 AM – 9:15 AM	HOST INTRODUCTION
9:15 AM - 9:30 AM	WELCOME
9:30 AM – 10:30 AM	THE MINIMALLY INVASIVE SMILE CONTINUUM Omer Reed, DDS

Major dental thought leaders, dental schools and leading dental product manufacturers have all embraced minimally invasive techniques that improve the standard of care for patients. What does this mean for you and your practice?

10:30 AM – 11:00 AM	BREAK
11:00 AM - 12:30 PM	THE POSSIBILITIES WITH SNAP-ON SMILE Marc Liechtung D.M.D.

Once in a while something you take for granted changes overnight. Snap-On Smile is about to change dentistry as we know it. A versatile appliance that serves several patient modalities, brings patients to dentists, and says bye, bye flipper for good. Are you ready?

12:30 PM – 1:00 PM	THE LUMINEERS SYSTEM Cyrus Tahmasebi, DDS
--------------------	--

A successful LUMINEERS case involves more than the best porcelain available – it is a matrix of professional products that allow the clinician to meet the patients needs no matter the case or patients preference. This session is a must before you attend a hands-on breakout with your dental assistant

1:00 PM – 2:00 PM	LUNCH
2:00 PM – 3:30 PM	LUMINEERS CASE SELECTION PLUS STEP BY STEP Barry Freyberg DDS

This anatomically correct procedure is only getting more popular. Leading clinicians across the world are meeting patient needs and growing their practice on a daily basis with this no-prep or minimal-prep veneer. What are you waiting for?

3:30 PM – 4:00 PM	BREAK
4:00 PM – 5:00 PM	FINANCE PRESENTATION BREAKOUT Susan Richardson

Cost is one of the three main barriers to patient acceptance of a procedure. The most successful cosmetic dentists in the country have proven that it takes focused team work to present a plan the patient can afford. New products are services from Chase Health Advance certainly help as well. Would you like a higher patient acceptance rate?

5:00 PM – 6:00 PM	SNAP-ON SMILE BREAKOUT: CASE SELECTION Multiple Instructors
-------------------	--

The entire team from the dental practice should attend together. They will have access to the different appliance versions and patient models that demonstrate the case selection possibilities. Multiple sessions taught simultaneously with different instructors to limit class size and maximize learning potential.

LUMINEERS® DESTINATION EDUCATION

Register Today > 800-445-0345 or www.ascredu.org

6:30 PM – 7:30 PM LUMISMILE RECEPTION

Had enough clinical training for the day? Get the party started with this open bar welcoming all program attendees. Find your personal LUMISmile, a cocktail and plan the rest of your night in ORLANDO.

9:00 AM – 10:00 AM THE LATEST IN LASER TECHNOLOGY
Ross Nash DDS

The patient need in all areas of soft tissue management continues to grow. There have also been a number of advancements in laser technology recently as a new product become available. What are the benefits of the new systems and how should they be incorporated into your practice?

10:00 AM – 11:00 AM SAVE A LIFE AT A DENTAL CLEANING VISIT
Ralph Green DDS

The diagnosed cases of oral cancer are growing every year, 7,500 Americans will die in 2011. It is the responsibility of the dentist screen patients. Digital technology now exists that can reveal developing dysplasia as early as stage one – and potentially save a patient life. Do you conduct a digital screening of all patients over 18?

11:00 AM – 11:30 AM BREAK

11:30 AM – 12:30 PM EXISTING LSDP-DDS ONLY
Doreen Schillinger and Becky Cox

Existing LSDP dentist are invited to participate in this focused session on how to maximize the aspects of the program that you may or may not be taking advantage of in your practice on a daily basis. How many LUMISmiles does your team take on a daily basis?

11:30 AM – 12:30 PM MARKETING ISN'T A BAD WORD
ROB Brenneise

In today's competitive marketplace the ability to sell your services can be as important as your ability to perform them. Learn about a marketing program that maximizes patient drivers and leverages the assets of the dental practice.

12:30 PM – 1:30 PM LUNCH

1:30 PM – 2:30 PM THE NEW LUMITRAY
Peter Harnois DDS

In 2008 everything changed when the LUMITray full arch-at once system became available. At this program everything changes again. The new LUMITray to be revealed at this program now allows for full visibility of all margins and embrasures prior to seating the case. The digital future of dentistry just arrived. What are you waiting for?

2:30 PM – 3:00 PM BREAK

3:00 PM – 4:00PM CASE PRESENTATION
Stacey Layman and Lisa Crawford

Patient acceptance and same day dentistry - two most important goals of the dental practice team members. In the most successful practices around the country this process is important for each team member to execute as proper clinical training is for the dentist to master. Is your patient presentation process scripted, consistent and each member of the team is assigned a unique role to play, including the dentist?

3:00 PM – 4:00 PM LUMITRAY HANDS-ON
Multiple instructors

Each clinician will have access to an articulated arch, high-speed hand piece and real LUMINEERS. The dentist and dental assistant from each practice will complete contouring, color modification, placement and finishing of the units. Multiple sessions taught simultaneously with different instructors to limit class size and maximize learning potential.

LUMINEERS® DESTINATION EDUCATION

Register Today > 800-445-0345 or www.ascredu.org

4:00 PM – 5:00 PM CASE PRESENTATION
Multiple instructors

Patient acceptance and same day dentistry – the two most important goals of the dental practice team members. In the most successful practices around the country this process is important for each team member to execute as proper clinical training is for the dentist to master, Is your patient presentation process scripted, consistent and member of the team is assigned a unique role to play, including the dentist?

5:00 PM – 6:00 PM PRACTICE GROWTH
Michael Kesner DDS

Michael Kesner's practice nets him \$ 1 MILLION a year even in an economic downtown. Is he the lucky? Maybe, but he is also the # 1 LUMINEERS dentist in the world. His proven techniques of patient scheduling, team member leadership and talking over patient continue to increase his same day dentistry opportunities. Do you want to be like Mike?

SUNDAY, APRIL 10

9:00 AM – 10:30 AM PROVEN PRACTICE GROWTH METHODS
Louis Malcmacher, DDS

Some of the best formulas for success are so simple that they are staring us right in the face and we still don't see them. Dr Malcmacher has been making a difference in dental practices across the country for years. Is your team properly motivated and do you have the right goals and methods in place to succeed on a daily basis?

10:30 AM – 11:00 AM BREAK

11:00 AM – 12:00 PM FINANCE PRESENTATION
Susan Richardson

Cost is one of the three main barriers to patient acceptance of a procedure. The most successful cosmetic dentists in the country have proven that it takes focused team work to present a plan the patient can afford. New products and services from Chase Health Advance certainly help as well. Would you like a higher patient acceptance rate?

12:00 PM – 1:00 PM CROWNS WITHOUT A TEMPORARY
Cyrus Tahmasebi DDS

This has never been done before and the research and development progress has been announced to the dental community as it has progressed since last year. If you haven't seen the clinical and how this works you owe it to yourself to stay for this update on the progress of bringing this new technology to market. This technology will be a game-changer for dentistry.