

**CLICK THROUGH HISTORY OF DENTISTRY**

Online exhibits showcase the evolution of dentistry on dental school's newly launched 'Virtual Museum Project' website.

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**SCHOOL HONORS MAJOR BENEFACTOR**

'Henry Schein Cares Reception Area' opens at Stony Brook School of Dentistry care center in recognition of HSC support.

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**IMPLANT TRIBUNE****EXTRACTION ACADEMY**

Mini Residency Program's hands-on courses can help clinicians advance in multidisciplinary skills.

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# Workshops, exhibits abound at Northern California gathering

It's not just the top speakers in dentistry who attract attendees from across the country and even internationally to CDA Presents The Art and Science of Dentistry in San Francisco. The California Dental Association meeting, Thursday, Aug. 20, through Saturday, Aug. 22, also delivers one of the busiest tradeshows, with more than 400 exhibiting companies displaying the industry's latest products and services during all three days of the meeting.

The exhibit hall is so popular, meeting organizers offer a one-day pass (available for purchase on site on Saturday) that enables dentists who are not members of the CDA access to the exhibits on that day without having to register for the entire meeting. The exhibits-only pass, available only on and for Saturday, costs \$175. It is not valid for continuing education courses.

Of course, CDA members and nonmembers alike are invited to register online through Aug. 22 (or on site at the meeting) for the full conference, which takes place at the Moscone Center South building in the heart of downtown.

Registering early at [www.cdapresents.com](http://www.cdapresents.com) enables attendees to secure an immediate spot in popular and required courses and special events based on availability.

The meeting's eBadge Exchange process enables attendees to use smartphone or printed confirmation to pick up materials at the convention. This also gives attendees the flexibility to make instant registration changes or corrections through their personal online dashboard.

The CDA Presents San Francisco Program, which outlines all of the C.E. lectures and workshops, is available for download via [www.cdapresents.com](http://www.cdapresents.com). Information also is available via the CDA app, which features access to show schedules and speaker information, exhibitor and product listings, interactive maps, real-time alerts such as course availability, an integrated social media hub and information on local hotels, restaurants and attractions. You also can get the latest news about the profession of dentistry as well as breaking-news alerts. The app enables CDA members to participate in surveys, share opinions and help shape how CDA acts on members' behalf. The app is available for iPhone, iPad, Android phone, Android tablet and Mobile Web (BlackBerry, Windows Phone).

The meeting's wide variety of lectures and workshops give both dentists and

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## CDA Presents The Art and Science of Dentistry, Aug. 20-22, San Francisco

San Francisco's famed cable cars are just blocks away from the Moscone Center, host to the California Dental Association's northern version of its two main annual meetings. The event features a wide array of courses, lectures and workshops — and more than 400 companies displaying dentistry's latest products and services. Photo/Provided by California Travel and Tourism Commission/Shutterstock

**EVENTS****A2-A3**

- The American Association of Dental Office Managers annual meeting is in Nashville, Aug. 28-30
- 'Premier' meeting is quick flight from San Francisco: Vancouver's 2016 Pacific Dental Conference adds St. Patrick's Day festive spirit

**NEWS****A4**

- Dental school's new virtual museum highlights dental history with five online exhibits: Images and text document evolution of dental chairs, high-speed handpieces, business cards and more

**INDUSTRY NEWS****A6-A8**

- Stony Brook University School of Dental Medicine unveils 'Henry Schein Cares Reception Area' to commemorate the company's more than \$2 million in ongoing support
- Smallest dimensional attachment system designed to be compatible with all implants: Rhein'83 OT Equator has reduced vertical profile of 2.1 mm and diameter of 4.4 mm
- Dental Tribune Study Club webinar reveals CEREC CAD/CAM secrets to achieve esthetic anterior restorations, live on Sept. 3

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## The American Association of Dental Office Managers to meet in Nashville, Aug. 28–30

The American Association of Dental Office Managers (AADOM) will host attendees in Nashville at its 11th annual conference, Aug. 28–30 at the Gaylord Opryland Resort & Convention Center.

This year's line-up will offer up to 13 continuing education hours toward AADOM's fellowship program. The conference has sold out in the last four years to both attendees and exhibitors.

The conference is for dental office managers, practice administrators, dentists and anyone involved in the business end of the practice. Attendees will be able to choose from a wide variety of topics specific to the efficient and successful management of the dental office. Pre-

sentations will be given on risk management, team communications, leadership and insurance coding updates. AADOM is especially pleased to welcome business communication expert Colette Carlson, CSP, as this year's keynote speaker. Another highlight: Lois Banta will present a special preconference event the evening of Aug. 27.

AADOM recently received Academy of General Dentistry approval as a PACE provider for its classes. During a three-day period, attendees can receive up to 13 C.E. credits at the conference.

In addition to core conference classes, the AADOM Dental Spouse Business Network (DSBN) will meet, and the popular

Software Palooza will also return.

Space is limited. You can register at [www.dentalmanagersconference.com](http://www.dentalmanagersconference.com).

The AADOM is the nation's largest educational and networking association dedicated to serving dental practice management professionals.

The organization's mission is to provide its members with networking, resources and education to help them achieve the highest level of professional development.

For more information you can visit the AADOM website [www.dentalmanagers.com](http://www.dentalmanagers.com) or call (732) 842-9977

(Source: AADOM)

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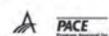
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their staff an opportunity to learn new things about the profession. The lecture "Ultimate Dental Boot Camp: No-Shows and Cancellations, New Patients, More Treatments" will show dentists and staff how to see more new patients, perform more treatment and reduce no-shows. The lecture will focus on understanding how improved intraoffice communication will foster a more enjoyable work experience.

A series of cadaver dissection workshops will teach attendees about the indications and contraindications for functional and esthetic crown lengthening surgery; predictable outcomes for vertical and horizontal ridge contours and attached gingiva; key anatomical relationships in the orofacial region; recognizing the anatomical factors relating to vascular pain that may mimic odontogenic or temporomandibular-related issues; and more.

The cadaver workshops include "Functional and Esthetic Crown Lengthening and Ridge Preservation" led by Gretchen J. Bruce, DDS, MBA; William P. Lundergan, DDS, MA; and Frank Martinez Jr., DDS, and "Local Anesthesia: Human Cadaver Dissection," led by Alan W. Budenz, MS, DDS, MBA, and Mel Hawkins, DDS.

The workshop "Anatomy of the Masticatory System: Clinical Application and Dissection" will delve into the relationships in routine dental assessment and clinical procedures through detailed dissections.

Homayon Asadi, DDS, associate professor and course director of advanced head and neck anatomy at the University of the Pacific, Arthur A. Dugoni School of Dentistry, will co-host the workshop with Henry A. Gremillion, DDS, dean at Louisiana State University in New Orleans.

"We're trying to show them how complex the human system is and help them understand the nerve pathways, which

will help them in their private practices," Asadi said. "By seeing and touching these human cadavers, they will better understand the anatomy and physiology of what they're trying to achieve and incorporate what they learn in their day-to-day practice."

The full-day program, which will earn attendees four core C.E. units, will include dissection of the superficial structures of the face, the masticatory musculature and the temporomandibular joint. Attendees will work in two-member groups, each group dissecting half of a cadaver specimen.

"Many of these dentists haven't done a dissection since dental school, so I see a tremendous value in that it will help them with aspects of local anesthesia as well as other procedures they perform during treatment of their patients — they can see variations in each head they dissect; where the neurovascular bundles are; they can

see the anatomy of the joint; musculoskeletal system; they can see a diseased joint and so on," Asadi said.

Attendees of this workshop are in a limited number in each class, allowing for a more focused experience in the workshop that will leave them with a better understanding of the key anatomical relationships in the orofacial region. These are key to a detailed examination, temporomandibular joint health, and pathofunction and the anatomical factors relating to vascular pain that may mimic odontogenic or temporomandibular-related issues.

Basic dissection instruments will be provided. "We always provide everything they need for the workshop for them in the class; all we ask them to bring is their headlights, or loupes, if they want to use these to enhance their close observations," Asadi said.

(Source: CDA)



The Vancouver Convention Centre, on Vancouver Harbor, is host site of the 2016 Pacific Dental Conference. Photo/Provided by the Vancouver Convention Centre

## 'Premier' meeting is quick flight from San Francisco

If you're attending CDA Presents in San Francisco, keep this in mind: Canada's "premier" dental meetings, the Pacific Dental Conference, isn't that far away — in Vancouver, March 17–19. Those dates mean you can experience the festive spirit of St. Patrick's Day in the true flavor of Canada's West Coast while also earning C.E. credits.

The PDC has an expert lineup of local, North American and international speakers. With more than 130 presenters, 150 open sessions and 36 hands-on courses, covering a variety of topics for the entire dental team. You also will be able to explore Canada's largest two-day dental tradeshow to see the industry's latest equipment and services. Learn more at [www.pdconf.com](http://www.pdconf.com).

(Source: Pacific Dental Conference)

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# Dental school's virtual museum highlights dentistry's history with five online exhibits

*Images, text document evolution of dental chairs, handpieces, business cards and more*

Five new exhibits showcasing artifacts of dental history are now available for viewing on the recently launched website [www.dentalmuseum.pacific.edu](http://www.dentalmuseum.pacific.edu), which was created by the University of the Pacific, Arthur A. Dugoni School of Dentistry. The exhibits are also accessible to the school community on digital kiosks located on the first and fourth floors of the school. The digital exhibits are part of the

ongoing Virtual Museum Project, which began in 2012 as a creative way to present the school's A. W. Ward Museum collection. For the past two years, Dr. Dorothy Dechant, curator of the A.W. Ward Museum, has been working closely with school photographer Jon Draper to photograph artifacts of all shapes and sizes — from tiny dental burs to heavy antique dental chairs.



Virtual museum exhibit image, De Trey's Synthetic Porcelain Powder kit (circa 1930), used for artificial teeth, complete dentures, facings, inlays, veneer crowns and other restoration work. Photos/Provided by University of the Pacific, Arthur A. Dugoni School of Dentistry

AD



#### WEST COAST LOCATIONS & DATES

- Salt Lake City, UT (Sept 11-12)  
Presented by: Dr. John Krasowski
- San Francisco, CA (Sept 11-12)  
Presented by: Dr. David Miller
- Seattle, WA (Sept 11-12)  
Presented by: Dr. Mark Duncan
- Phoenix, AZ (Sept 25-26)  
Presented by: Dr. Mike Reece
- Sacramento, CA (Oct 2-3)  
Presented by: Dr. David Miller
- San Jose, CA (Oct 9-10)  
Presented by: Dr. David Miller
- Spokane, WA (Oct 9-10)  
Presented by: Dr. Jim McCreight
- Portland, OR (Nov 13-14)  
Presented by: Dr. Mark Duncan

#### CENTRAL LOCATIONS & DATES

- Detroit, MI (Sept 11-12)  
Presented by: TBD
- Louisville, KY (Sept 11-12)  
Presented by: Dr. Mike Reece
- Minneapolis, MN (Sept 25-26)  
Presented by: Dr. John Krasowski
- Ann Arbor, MI (Oct 2-3)  
Presented by: Dr. John Pawlowicz
- Chicago, IL (Oct 2-3)  
Presented by: Dr. John Krasowski
- St. Louis, MO (Oct 9-10)  
Presented by: Dr. Mike Reece
- Indianapolis, IN (Nov 6-7)  
Presented by: Dr. John Krasowski
- Dallas, TX (Nov 13-14)  
Presented by: Dr. Mike Reece

#### EAST COAST LOCATIONS & DATES

- Rochester, NY (Sept 25-26)  
Presented by: Dr. Sahag Mahseredjian
- Boston, MA (Nov 6-7)  
Presented by: Dr. Sahag Mahseredjian
- New York, NY (Nov 13-14)  
Presented by: Dr. Sahag Mahseredjian
- Raleigh, NC (Nov 13-14)  
Presented by: Dr. Keith Blankenship

#### CANADA LOCATIONS & DATES

- Ottawa, ON, Canada (Oct 2-3)  
Presented by: Dr. Sahag Mahseredjian
- Vancouver, BC, Canada (Nov 6-7)  
Presented by: Dr. Mark Duncan
- Hamilton, ON, Canada (Nov 20-21)  
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Viewers can now browse through five exhibits: "Please Have a Seat: Evolution of the Dental Chair," "A Dynamic Decade: Speeding Up the Handpiece," "Painless Promises: Business Cards of the Victorian Dentist," "Still Lives in Dentistry: The Artifacts" and "There & Back Again: Our San Francisco Story."

Dechant said that the idea for the virtual museum took shape in conversations with former dean, Patrick J. Ferrillo, Jr., in 2012, when discussing how the museum would transition to its space in the new school building, which opened last summer in downtown San Francisco. A virtual presentation was the solution that would allow broader access to the museum and digitally showcase artifacts that have been in storage due to space limitations. Some of the artifacts have now been gifted to other dental museums or sold at auction.

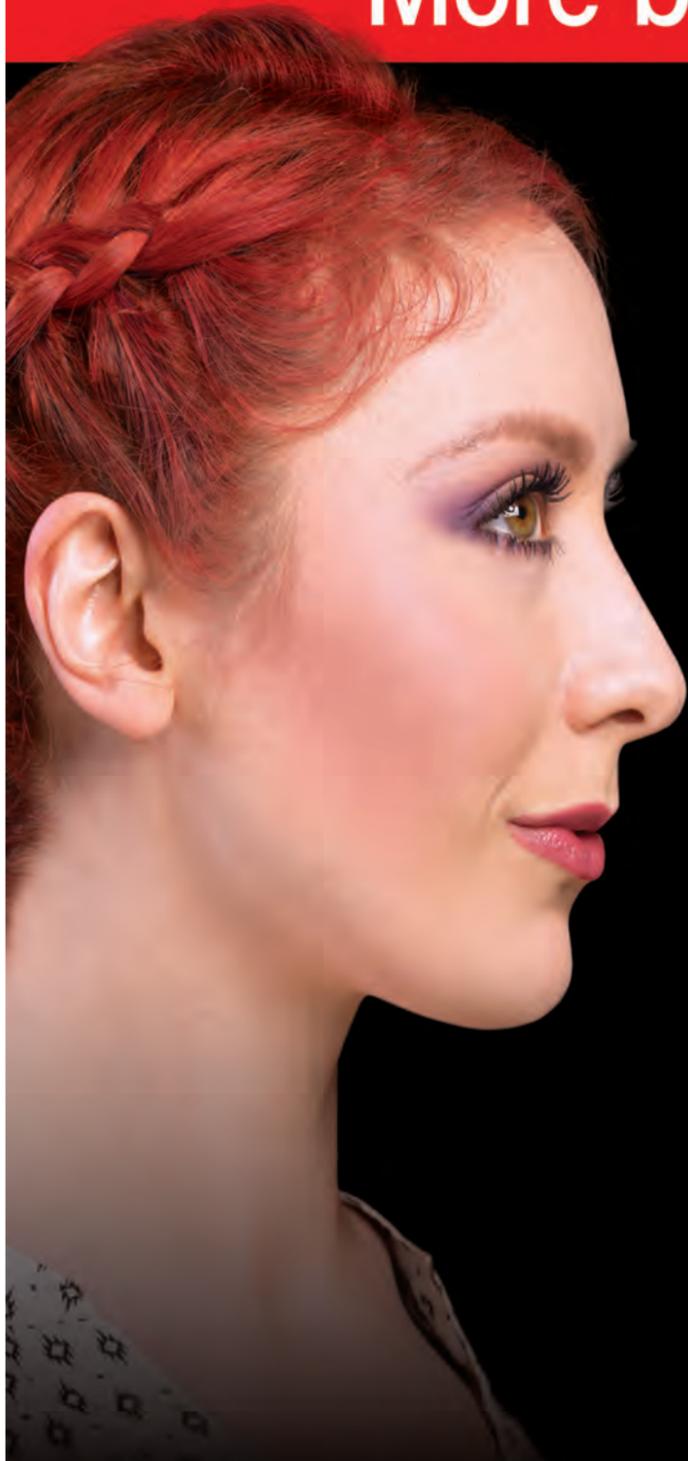
A team of colleagues in the school's design and photo, marketing and communications, and information technology departments worked with Dechant to put finishing touches on the website and kiosk exhibits.

"Please Have a Seat: Evolution of the Dental Chair" charts the dental chair over a 300-year span. Prior to the 17th century, tooth extractions were performed with patients sitting on the floor, their heads wedged between the dentist's knees. Dentists then took matters into their own hands, constructing their own dental chairs until the mid-1800s, when commercial manufacturers took over. The chair has come a long way since then, and today's design maximizes patient comfort while providing the dentist with adjustability that provides optimal access to the oral cavity.

"A Dynamic Decade: Speeding Up the Handpiece" includes this bit of history: Bur speeds increased dramatically in the 1950s when the idea of using turbines in airplane design inspired a new patent for the air turbine handpiece, accelerating the average handpiece from 6,500 rpm to 250,000 rpm. Pacific's very own Dr. Arthur A. Dugoni (then serving as assistant clinical professor of operative dentistry at the College of Physicians & Surgeons, which later became Pacific Dugoni) was one of the first to share his confidence in the new high-speed handpiece.

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# More beauty, plenty of brawn



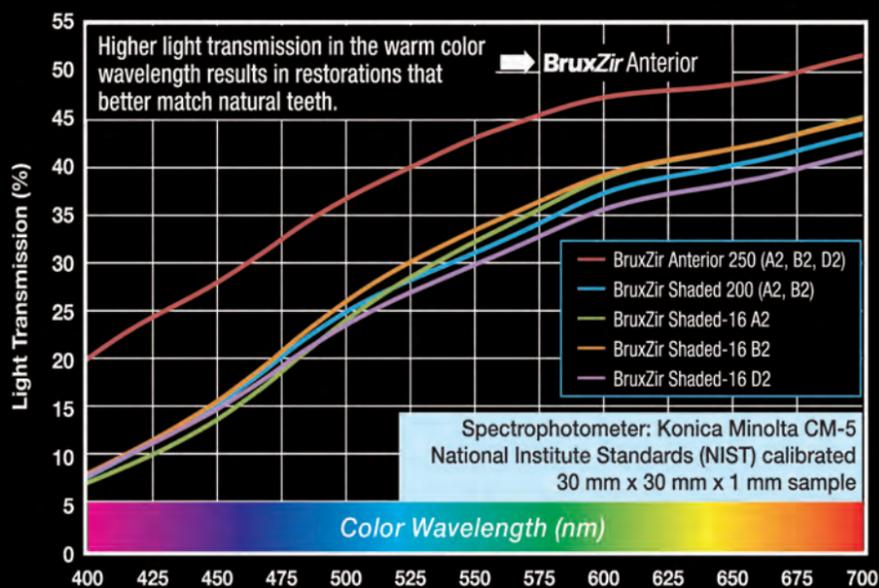
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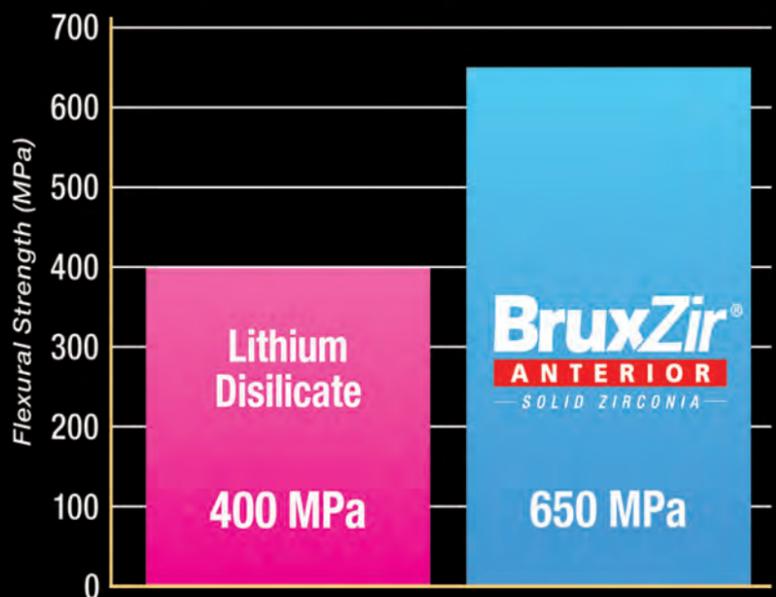
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# Stony Brook University School of Dental Medicine unveils 'Henry Schein Cares Reception Area'

*Event commemorates company's \$2 million of ongoing support to school programs*

Stony Brook University School of Dental Medicine and Henry Schein Inc., one of the world's largest providers of health care products and services to office-based dental, animal health and medical practitioners, unveiled the new "Henry Schein Cares Reception Area," the gateway to the school's dental care center, the largest dental care treatment facility on Long Island.

More than 60 attendees from Henry Schein and the School of Dental Medicine, including students, faculty and senior leadership, celebrated at the recent unveiling ceremony.

The naming of the reception area commemorates the collaborative relationship between the two organizations and recognizes more than \$2 million in financial and in-kind support that Henry Schein has provided to the school over the past several years through Henry Schein Cares, the company's global corporate social responsibility program.

One of the initiatives between Henry

Schein and the SBU School of Dental Medicine is advancing the use of digital dental technology in the dental curriculum, with the goal of improving patient care and increasing efficiency and productivity. Henry Schein product donations to the dental care center include a PlanScan CAD/CAM dental restoration system and digital X-ray equipment.

"We are very fortunate to have a company like Henry Schein right here on Long Island," said Dr. Mary Truhlar, dean of the Stony Brook University School of Dental Medicine. "Henry Schein is a global leader in serving the dental community with a deep commitment to advancing the profession through education, the advancement of technology and increased access to care through social outreach. It is only fitting that we would greet visitors to our dental care center through the Henry Schein Cares Reception Area, which is representative of the caring spirit of the company it represents."

Henry Schein also supports Stony Brook dental student volunteer efforts in underserved communities around the world through the company's Henry Schein Cares Student Outreach Program. Stony Brook dental students and faculty also join with Henry Schein, its supplier partners and oral health volunteers throughout the country to provide care to hundreds of thousands of children in need through the American Dental Association's Give Kids A Smile® program.

"We are so pleased to support the education, training and clinical experience of Stony Brook students who use the advanced technology of this dental center to shape the future of the profession," said Stanley M. Bergman, chairman and chief executive officer of Henry Schein. "We value every facet of our relationship with SBU School of Dental Medicine, from the clinical equipment and technology we have helped to advance, to the student outreach programs and community outreach initiatives in which we have partnered."

(Sources: Henry Schein and Stony Brook)



From left, Dr. Kenneth Kaushansky, dean, School of Medicine and senior vice president health sciences, Stony Brook University (SBU); Michael Ettinger, senior vice president corporate and legal affairs, chief of staff and secretary, Henry Schein; Rita Acquafredda, VP and GM, Zahn Dental; Gerard Meuchner, VP, chief global communications officer, Henry Schein; Stanley Bergman, chairman of the board and chief executive officer, Henry Schein; Dr. Mary Truhlar, dean, SBU School of Dental Medicine; Rich Miranda, chief administrative and operations officer, Henry Schein Global Dental; Steve Kess, VP global professional relations, Henry Schein; and Jim Breslawski, president Henry Schein, and chief executive officer Global Dental.

Photo/Provided by Henry Schein Inc. and Stony Brook University School of Dental Medicine

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A wealth of information is stored in the A.W. Ward Museum, and Dechant has unique insight into the school's place in the histories of dentistry and San Francisco. One of the exhibits, "There & Back Again: Our San Francisco Story," charts the school's circular path through the city to its most recent move to its current Fifth Street

location — almost the same spot as the school's original location in 1896.

The "Still Lives in Dentistry" and "Business Cards of the Victorian Dentist" exhibits showcase images of ornate objects from the 1800s and 1900s. Many of the photographs of the smaller artifacts were taken using a new photo tent set up, which enabled Draper to control the lighting of the objects, minimizing shadows and isolating the subject from the background.

#### Future exhibits being planned

What's next for the virtual museum? Dechant said that she would like to work on an exhibit comparing items used in the dental school's early years with modern instruments used by Pacific Dugoni students today. She thinks viewers would be particularly interested in seeing the materials and methods students once used and learned — such as the gold foil technique and casting taught at the dental school up until 1980.

The A.W. Ward Museum of Dentistry



A virtual museum image from the online exhibit 'Business Cards of the Victorian Dentist,' viewable at [www.dentalmuseum.pacific.edu](http://www.dentalmuseum.pacific.edu).

was founded in 1974 in honor of one of the school's early graduates and a pioneer of surgical periodontics, Abraham Wesley Ward, P&S class of 1902. Since its inception, the collection has grown through donations, made primarily by alums. Most of the artifacts date from the mid-1800s to mid-1900s. Donated items are catalogued, with description and donor information maintained in an EmbARK database.

The school's Institute of Dental History and Craniofacial Study maintains four collections, the Ward Museum being one, to support the preservation and study of dental history, craniofacial biology and evolution.

Students, researchers and dental professionals interested in studying the collections may contact Dr. Dorothy Dechant, museum curator, at (415) 929-6627 or [ddechant@pacific.edu](mailto:ddechant@pacific.edu).

(Source: University of the Pacific, Arthur A. Dugoni School of Dentistry)



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# Smallest dimensional attachment system designed to be compatible with all implants

*Rhein'83 OT Equator has a reduced vertical profile of 2.1 mm and diameter of 4.4 mm*

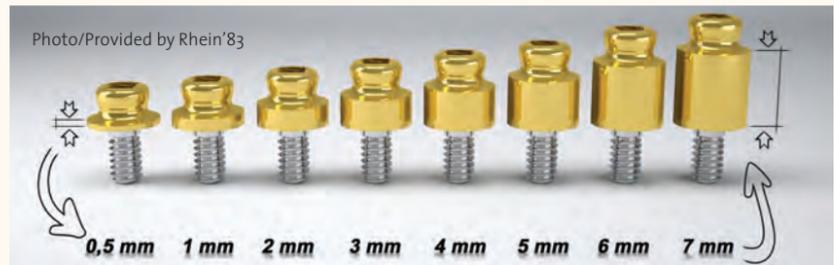
Rhein'83, a global producer of precision attachments on removable prosthesis, describes its OT Equator as the smallest dimensional attachment system on the market. It has a reduced vertical profile of 2.1 mm and diameter of 4.4 mm (metal housing included). It is compatible with any implant brand.

Because of its shape, Equator provides superior stability when compared with

traditional attachments, according to the company. It corrects divergence of up to 25 degrees, the company reports. Functionality is guaranteed by coupling of attachment and cap.

Caps are available in four colors, based on levels of retention — from a minimum of 0.6 kg to a maximum of 2.7 kg.

Caps should always be used with metal housing.



To learn more about OT Equator, you can contact the company by email at [info@rhein83usa.it](mailto:info@rhein83usa.it) or by telephone at (877) 778-8383.

You can visit the company online at

[www.rhein83usa.com](http://www.rhein83usa.com) to learn more about all of its products and services, including the OT Equator.

(Source: Rhein'83)

AD



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## 3 CEREC CAD/CAM secrets revealed for esthetic anterior restorations

*Live Sept. 3 webinar shows how to achieve optimal restorations*

Most dentists regularly using CAD/CAM technology in their practice become proficient with posterior restorations. But anterior restorations are more challenging in terms of line angles, incised edges, emergence profile, texture and characterization. This has led many dentists to avoid or dread anterior restorations with CAD/CAM technology.



CEREC CAD/CAM expert Dhaval Patel, DDS, presents 'Demystify Anterior

CEREC: 3 Secrets to Esthetic Restorations,' at 8 p.m. ET, Sept. 3, at [www.dtstudyclub.com](http://www.dtstudyclub.com). Photo/Provided by Pacific Dental Services

Esthetic results combined with the convenience of same-day dentistry leave patients thrilled with their experience, promoting loyalty and referrals to your practice. In a live webinar, "Demystify Anterior CEREC: 3 Secrets to Esthetic Restorations," you'll learn all the design methods available with CEREC software for anterior restorations and how to select the correct technique.

Once you've selected the right design technique, results can be enhanced with post-mill contouring. You'll learn techniques that can be done quickly and efficiently to contour restorations post mill for producing the most realistic results.

Finally, the most esthetic results can be achieved through polishing or staining and glazing. Every case is different, and you'll learn when to stain and glaze and when just polishing will provide the most life-like appearance. Techniques covered in this webinar will help you feel more confident using CAD/CAM for anterior restorations and produce same-day results that your patients will love.

(Source: Pacific Dental Services)

# IMPLANT TRIBUNE

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www.dental-tribune.com



Extraction Academy offers hands-on, live patient extraction courses.

(Photo/Provided by Extraction Academy)

## Mini Residency Program can help clinicians take skills to next level

By Extraction Academy Staff

**U**nder the guidance and mentorship of the Extraction Academy faculty, dentists from around the world can participate in a hands-on, live patient extraction course. The faculty includes a dentist/pharmacologist, a periodontist, two oral surgeons and three general practitioners. During the two-day live surgical sessions (next on Sept. 12-13 in Los Angeles, 26 C.E. series), doctors can take their clinical and surgical skills to the next level.

Attendees will be provided with access to the Extraction Academy's online library for the didactic portion of the series (10 C.E.), which they can review at their own convenience, prior or after the live surgical sessions.

The live surgical sessions are uniquely designed to include brief morning lectures and discuss different approaches to successful exodontia procedures, prior to prescreened surgical cases, each day.

The comprehensive program will include clinical preparation, overview of head and neck anatomy, pharmacology, medical emergencies, informed consent policies and protocols, risk management, suturing techniques, management of complications and postoperative care.

The late morning and afternoon interactive sessions are supplemented by doctors assisting in shoulder-to-shoulder surgeries and video demonstrations. The faculty and presenters will engage with questions, clinical cases and input from the audience, throughout each day.

The course is designed to teach minimally traumatic tooth extractions, focusing on alveolar ridge preservation, whenever and wherever possible. Participants will learn everything from single-, multiple-, full-mouth to impacted teeth extractions. The presenters will touch upon IV sedation, guided-bone regeneration (GBR) and tips and tricks. Students and faculty will also perform advanced procedures such as root tip extractions, wisdom teeth, calcified teeth, sinus precautions or involvement, infected teeth and exposing teeth for orthodontic treatment.

The program will include concierge service and hotel accommodations for distant travelers, visa application invitations for international doctors, breakfast, lunch and a group dinner. All instruments and materials will be provided. California licensure is not required. Any dentist with a desire to increase his or her knowledge in oral surgery is welcome. Students with a California license can perform surgeries with the instructors.

The Extraction Academy specializes in continuing education workshops and lectures for general dentists, periodontists, oral implantologists, oral surgeons and endodontists as a multidisciplinary approach. Extraction Academy courses are designed around practical hands-on lectures. Courses start with extraction basics and progress to advanced techniques. The learning will enable attendees to go back to their office and immediately implement the techniques.

To register, visit [www.extacademy.com/product/extraction-academy-2-day-workshop-in-foothill-ranch-ca](http://www.extacademy.com/product/extraction-academy-2-day-workshop-in-foothill-ranch-ca).

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