

CRD PRESENTS

Sparkle & Shine Soirée

with KEYNOTE SPEAKER

Shannon Pace Brinker

and SPECIAL GUESTS

**KERRY LEPICEK,
MELANIE JOHNSTON-DORE,
& KELLY EISNER**

NOVEMBER 7, 2024 | CALGARY, AB | 2 CE CREDITS

Keynote Lecture

JUMP-START YOUR WHITENING PROGRAM – FOCUS ON THE VALUE OF TEETH WHITENING

with Shannon Pace Brinker, CDA

Are you utilizing the best marketing strategies to enhance teeth whitening services and attract new patients to your dental practice? Despite the high demand, drawing people to your dental practice can be challenging as many wellness centers and spas provide similar services. With a range of information about tooth discolourations, whitening treatments, and whitening products, confusion is common among dental professionals. When advising patients on appropriate options for both vital and non-vital teeth, clinicians will first determine the cause of the condition, then evaluate the different whitening agent delivery methods (in-office, prescribed at-home, and over-the-counter treatments), along with their indications and contraindications, and identify strategies for managing any side effects. Shannon will discuss teeth whitening in conjunction with orthodontic treatment, clear aligner therapy, and additional periodontal benefits observed with whitening treatments. As patients request more whitening treatment options, dental practices are beginning to expand their whitening services and products. The path to successful teeth whitening marketing starts within your practice and with your team.

OBJECTIVES:

- Describe the different whitening options available to patients and their advantages and disadvantages.
- Explain the differences in tooth stains and discolourations and the best treatment methods.
- Describe the components of patient whitening evaluations and how each piece can lead patients toward treatment acceptance.
- Discuss how to motivate your team to talk about the whitening services provided in your office.
- Describe the various whitening systems and how to decrease patient tooth sensitivity.

Soirée Sessions

INTERPROXIMAL CLEANING OPTIONS: HOW TO IMPROVE THE SPARKLE AND SHINE

with Kerry Lepicek, RDH

In today's fast-paced world, it's important to customize our patients' home care routine to be both simple and efficient. It's time to center our discussions on addressing their biofilm and exploring ways to minimize and eliminate it. In this session, we will delve into why disclosing should be integrated into every appointment, and how to effectively communicate this with your patients. Additionally, we will touch upon the significance of daily interproximal biofilm removal and the selection of the right tools and brush size.

OBJECTIVES:

- Examine the latest research on interproximal cleaning and the various aids available for selection, considering their effectiveness and suitability for different patient needs.
- Gain a comprehensive understanding of the criteria for selecting the appropriate interproximal brush size.
- Understand how to seamlessly incorporate disclosing in your hygiene appointment, and utilize it as an educational opportunity to promote patient health.

ADD A SPARKLE AND SHINE TO YOUR PREVENTIVE THERAPY OPTIONS

with Melanie Johnston-Dore, RDH
and Kelly Eisner, RDH

Have you ever thought about the many possibilities for enhancing your preventive therapy? Let's explore the potential of integrating lasers and sealants into our daily hygiene routines. Instead of waiting for decay, let's take proactive steps to seal it away. We'll also uncover effective tips for applying sealants and discuss the various uses of diode lasers, such as LBR, LAPT, desensitization, and oral lesion treatment, and how to incorporate them into dental hygiene appointments.

OBJECTIVES:

- Thoroughly review patient selection criteria for applying sealants, including the evaluation of dental history, tooth anatomy, and caries risk assessment.
- Explore the diverse functions of the diode laser in the dental hygiene department, including its applications in soft tissue management, periodontal therapy, oral lesion and desensitization.
- Identify specific opportunities to enhance hygiene preventive care plans by integrating additional treatment modalities.

ABOUT THE EDUCATORS

Shannon Pace Brinker, CDA is a national and international speaker, published author and practicing dental assistant for over 30 years. She has published over 200 articles in regards to Clinical Application and taught thousands of dental assistants across the US and Canada. She has her own publication for dental assistants "From Our Side Of The Chair"®. She has started one of the first online platforms designated for dental assistants called the Academy of Chairside Assisting®.

Shannon and her team of dental assistant trainers have taught over 60,000 dental assistants over the last six years on clinical application for the dental assistant.

Shannon has taught at the Nash Institute, Dawson Academy, and Spear Education, instructing through both lectures and hands-on programs.

Shannon has a column in Dental Product Report for team evaluation of dental products and materials. Shannon has an impressive list of awards and accolades.



Kerry Lepicek is an experienced dental hygienist with over 20 years of clinical practice. She works at Clinical Research Dental as a Clinical Specialist in Dental Hygiene and Education and part-time in a general practice. Kerry's expertise includes oral biofilm, halitosis, the oral-systemic connection, and the dental hygiene process of care. She is focused on educating patients and the dental profession on health and wellness. Kerry is involved in various dental organizations, including section editor for Women in Dentistry, on the Research Advisory Committee for the Ontario Dental Hygiene Association, and on the advisory board for AAOSH. She recently received the Distinguished Services Award from Ontario Dental Hygienists Association (ODHA) for outstanding contributions to the dental hygiene profession and the Association. Her practical advice will transform your practice and patients' health.



Melanie Jonston-Dore has a background in Biology, completing her BSc prior to her Dental Hygiene program at Dalhousie University in 1996. Melanie's career has spanned 28 years, 17 of those spent in private dental hygiene practice. She is the co-owner of The Edge Dental Hygiene Centre, Calgary's first DH practice, and sole practitioner at Rockyview Dental Hygiene, a home-based practice. She has expanded duties including Laser Therapy, Nitrous Oxide, Local Anesthetic and Prescribing.



Melanie currently serves on the DHAA Board of Directors for the advancement of profession in Alberta.

Kelly Eisner is a seasoned professional with over 27 years of experience. Starting as a dental assistant before graduating from the University of Manitoba's Dental Hygiene program in 2023, Kelly has been dedicated to providing care in Calgary for 2 decades. Passionate about honing her skills, she has earned certificates in Laser therapy and prescribing medications. Kelly's mission in Dental Hygiene is to make a difference, one mouth at a time.



Date: Thursday, November 7th, 2024

Time: 6:30pm - 9:00pm

Venue: Hotel Arts

119 12 Ave SW, Calgary, AB T2R 0G8

Registration: \$20 Donation

Proceeds go to The Alex Dental Health Bus

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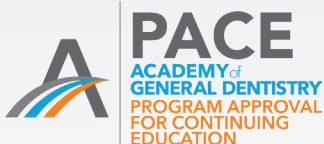
**REGISTRATION CLOSES
OCTOBER 24, 2024**



Cancellation Fee / Details:

Full refunds will be granted if notification is received at least 10 business days prior to the course. No refunds will be granted for cancellations made ten (10) business days or less prior to the course. If insufficient enrollment necessitates cancellation of a course, all registration fees will be refunded. Clinical Research Dental is under no obligation to reimburse participants for airline, hotel reservations or any other costs.

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