The Jack Kent Oral and Maxillofacial Surgery Foundation presents

Oral and Maxillofacial Surgery Pearls VIII

Pearls of Office Based Anesthesia, Digital Implants, & Marketing

Continuing Education by Day
The French Quarter Festival into the Night

OMS Pearls VIII at the New Orleans Marriott
Friday – Saturday, April 12-13, 2019

The 36th Annual
French Quarter Festival
Thursday – Sunday, April 11-14, 2019
In New Orleans, Louisiana

with FREE OMSNIC Risk Management Seminar on Saturday
The OMS Pearls VIII
Conference faculty features
six outstanding educators and practitioners and 10 hours of CDE/CME credit over two days.

OBJECTIVES:

- **Office Anesthesia** - 1) Recognize emergency scenarios, organize emergency cart content, and prepare office staff for anesthesia complications; 2) Learn how to bring an anesthesiologist into the OMS practice and manage patients with complex medical issues and narcotic dependency.

- **Digital Implant Practice** – 1) Understand virtual surgical treatment planning and location of dental implants, final restorative abutments, prosthesis design and discover the practice impact of digital implants; 2) Appreciate the treatment modalities which includes virtual wax-ups, alveolotomy reduction guides, temporization and treatment planning for partial and fully edentulous patients.

- **Recent impacts on practice** – 1) Define cyber security and the need for its immediate implementation; 2) Learn how a fully implemented digital search strategy can impact your practice.

PEARLS VIII HIGHLIGHTS: Four outstanding practitioners and two health industry experts, all outstanding in their presenting fields, will provide new and updated material in the areas of Office Anesthesia, Digital Implant Dentistry, Digital Technology on Practice, and Cyber security. This two day course yields 10 credit hours of dental and medical continuing education.

INTENDED AUDIENCE: This activity is specifically directed towards the Oral and Maxillofacial Surgeon and Restorative Dentist, but it is open to all other interested dentists, physicians, residents, medical and dental students, and allied health professionals.

FREE OMSNIC Seminar
The LSOMS is proud to sponsor a 4 hour Risk Management Seminar Overview by OMSNIC, the Defender of OMS, from 2-6 pm, Saturday, April 12, 2019. The Seminar is Free. OMSNIC will provide speakers with audience participation, textbooks, handouts, and CE credit. Speakers integrate case examples with nonclinical issues seen in OMS claims and highlight risk management techniques that can help improve patient care, reduce risk of claims, and make those claims reported more defensible. Pre-registration is required one week before the course date. Please arrive 15 minutes early to received course materials. This course is FREE.

CDE Credit: OMSNIC, an ADA CERP recognized provider, awards four hours C.E. credit for the Risk Management Seminar Overview. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.

LSU OMS wishes to thank these two alumni for their contributions to Pearls VIII as course directors.
French Quarter Festival
Largest Free Festival in the South

After each day of continuing OMS education, you will want to head to the French Quarter and soak up one of our city’s best kept secrets: the French Quarter Festival. April 11 marks the beginning of the 36th annual event, which ends after dark on Sunday, April 14. Presented by Chevron, the festival offers local music, food, crafts, and special events, all presented in a one-of-a-kind neighborhood – the historic French Quarter.

With 20 music stages, festival-goers can walk from block to block hearing every genre of music – from traditional and contemporary jazz to R&B and New Orleans funk, brass bands, folk, gospel, classical, opera, Cajun Zydeco, Latin, and international. There’s even a musical stage for children. You’ll also have a chance to sample from over 90 food and beverage booths featuring authentic local cuisine from renowned area restaurants and shop for local crafts and art.

Visit www.fqfi.org to sign up for the festival’s mailing list and receive updates when the music schedule is announced.

Go Online to Book Your Hotel

The New Orleans Marriott is the host hotel for OMS Pearls.

Because of our special rate, Standard Room $269, the hotel’s location, and the fact that all conference sessions will be held at the New Orleans Marriott, why would you want to stay anywhere else? The New Orleans Marriott is located at 555 Canal Street, in the French Quarter, steps away from the excitement and fun of the French Quarter Festival. In addition, the hotel is conveniently located near world-famous restaurants, popular night spots, and the Mississippi River. For additional information or to register go online to https://book.passkey.com/go/OMSPearlsVIII or call 1.800.266.9432 and ask for the Oral and Maxillofacial Surgery Pearls VIII block through March 25, 2019. Wireless internet service is available in public areas of the hotel. Rooms are wired with high-speed internet available for a daily fee. Marriott Reward members receive complimentary basic internet in guestrooms.

Please make your travel and hotel reservations as early as possible—ROOMS ARE LIMITED AT THE SPECIAL $269 RATE. To find out more about what will be going on in New Orleans while you are in town, log onto www.visitneworleans.info or call 1.800.672.6124, Monday – Friday, 8:30 AM - 5:00 PM Central Time.
### Oral and Maxillofacial Surgery Pearls VIII

**Academic Course Schedule, Topics, and Faculty**

All conference sessions at the New Orleans Marriott on Canal Street, in the French Quarter

Friday – Saturday, April 12-13, 2019

**FRIDAY, APRIL 12, 2019**

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<td>7:00 AM - 8:00 AM</td>
<td>Registration and Continental Breakfast</td>
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| 8:00 AM - 8:30 AM  | All About Pearls  
Wes Emison, DDS, MD and Dale Misiek, DMD                           |
| 8:30 AM - 10:00 AM | Pearls in Establishing a Fully Digital Implant Practice  
Christopher Haggerty, DDS, MD, FACS, and ShadyR. Hassan, BDS        |

This exciting innovative presentation is sponsored by 3DDX. The integration of cone beam computed tomography (CBCT), digital scanner data and implant specific software allow for the virtual surgical treatment planning of the location of dental implants, final restorative abutments and prosthesis design. This lecture will be based on the treatment planning and execution of surgical cases that typically present within a busy OMS practice. Treatment modalities will include custom virtual “wax-ups”, simple and complex treatment planning, alveoloplasty reduction guides, temporization and treatment planning for aesthetic zone implants, quadrant implants, partial and fully edentulous implants. Discover how a fully digital implant practice can provide a powerful marketing tool to boost implant volume, minimize implant complications and significantly decrease doctor chair time.

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<td>10:00 AM - 10:30 AM</td>
<td>Break</td>
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| 10:30 AM - 12:30 PM| Preparation for the Unthinkable — An Office Based Emergency I  
Larry Stigall, DDS |
|                    | I. Organization of the Emergency Cart                               |
|                    | II. Training and Preparing Your Office Staff                        |
|                    | III. Emergency Scenarios I                                          |
| 12:30 PM - 1:30 PM | Lunch                                                                |
| 1:30 PM - 3:00 PM  | Preparation for the Unthinkable — An Office Based Emergency II  
Larry Stigall, DDS |
|                    | I. Prevention and Management of Anesthesia Complications             |
|                    | II. Review of Current Pharmacologic Agents                           |
|                    | III. Emergency Scenarios II                                         |
| 3:00 PM            | Reception                                                            |
**SATURDAY, APRIL 13, 2019**

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| 8:00 AM - 8:45 AM   | **Pearls in Cybersecurity**  
Sam Munakl, Owner of Cytek & President of Tech Evolutions  
The number of cyber-attacks is increasing dramatically and there are not enough people with the skills needed to ensure our security online. This course develops the knowledge and skills needed to master the core concepts in cyber security and HIPAA |
| 8:45 AM - 9:30 AM   | **Should You Bring an Anesthesiologist into Your Practice?**  
Adrian S. Lineberger, MD  
As office surgical procedures and patients become increasingly complex, does it make sense to bring and anesthesiologist into your practice? How is a comprehensive office anesthesia program structured, and what are the financial implications? |
| 9:30 AM - 10:00 AM  | Break                                                                                     |
| 10:00 AM - 11:30 AM | **Valuable Topics in Delivery of Office Anesthesia/Sedation**  
Adrian S. Lineberger, MD  
How Should you select and prepare patients for office procedures? How do we manage patients with complex medical issues? Narcotics are under increasing scrutiny and have undesirable side effects—so where do we go from here? |
| 11:30 AM - 12:30 PM | Lunch                                                                                     |
| 12:30 AM - 2:00 PM  | **Communication and Marketing: Is Your Practice Missing Out?**  
Christopher Litchfield, Founder of Digimatic Marketing, Inc.  
The digital media revolution is well underway. Is your practice taking advantage? This lecture will discuss ways OMS practices can leverage search engine optimization (SEO), pay-per-click advertising (PPC), and social media tools to connect with new patients at the exact time they are looking for you. Discover how a fully implemented digital search strategy can boost your new patient bookings while protecting your practice's reputation and reviews online.  
Concepts to be discussed:  
I. Pay Per Click Advertising  
II. Search Engine Optimization  
III. Reputation and Reviews Management  
IV. Maximizing Your Referrals |
| 2:00 PM - 6:00 PM   | **OMSNIC Risk Management Seminar** (optional and FREE)                                       |
Christopher Litchfield  
Founder, Digimatiq Marketing, Inc.

Originally a graduate of Elon University in North Carolina, Christopher Litchfield has been working in the digital marketing field for over 14 years, partnering with thousands of clients in this time from startups to major brands. Founding Digimatiq Marketing in 2015, Christopher moved away from the corporate world to create a startup digital marketing company with a unique philosophy of complete customization of digital marketing solutions for Digimatiq’s clients. Today, Christopher employs a highly-qualified team of digital marketing specialists working with some of the top OMS practices in the country.

Sam Munakl  
Owner, Cytek  
President, Tech Evolutions

Sam Munakl serves as The Owner of Cytek & President of Tech Evolutions, an IT consulting firm located in Tulsa, Oklahoma. Sam and his team at Cytek & Tech Evolutions design, implement and support I.T. Networks and Systems for nearly 100 healthcare providers with an emphasis in dentistry. Sam has more than 12 years of professional experience and continuing education in the cybersecurity industry. He received his Bachelor’s Degree in Computer Engineering then continued his professional training by earning several Microsoft certifications including Microsoft Certified System Engineer and System Administrator. Sam is also HIPAA Security Certified and just earned his Master’s Degree of Science in Cyber Security from University of Maryland. Sam made the transition to Tech Evolutions where he saw an opportunity to make a significant impact improving the quality of I.T. operations for Small Business owners. Using the insights, he gained in his roles with larger corporations, his mission is to ensure that smaller organizations who may not necessarily have the same resources can still have the same support.

Larry E. Stigall, DDS  
Private Practice  
Boone, North Carolina

Larry is a Graduate of the University of North Carolina –CH, he obtained DDS from Baylor College of Dentistry and completed OMS training at University of Oklahoma. He serves on AAOMS Committee on practice management and professional staff development, and as AAOMS representative on ADA Standards Committee on Dental Informatics. Larry is Examiner for American Board of Oral and Maxillofacial Surgery, a lecturer for Anesthesia Assistants Review Course, Advanced Protocols for Medical Emergencies and Anesthesia Assistant Skills Labs. He has presented an AAOMS Webinar on Office Preparation for Medical Emergencies.
OMS PEARLS VIII • New Orleans • April 12-13, 2019

Conference Tuition: OMS $479 • All Residents & Fellows $175
Includes continental breakfasts, lunch, breaks.

Need More Information?
Call or email Michele Holmes, 504.941.8211, mjaco2@lsuhsc.edu.
In compliance with the Americans with Disabilities Act, if special accommodations are needed, please notify Michele Holmes at 504.941.8211 no later than Monday, April 1, 2019.

3 Ways to Register:

Name___________________________________________________________
❑ DDS  ❑ DMD  ❑ MD  Fees $ ___________________
❑ OMS  ❑ RD
❑ You must check here if you will attend the FREE OMSNIC 4-hour Risk Management Seminar on Saturday, April 13, 2019 from 2:00 - 6:00 pm.

Address _________________________________________________________________________________________________________
City________________________________________________ _____________ State________________  Zip _______________________
Phone (___________)___________________________________ Fax (___________)_________________________ _________________
Email __________________________________________________________________________________________________________

Method of Payment: ❑ Check payable to JKOMS Foundation ❑ Visa ❑ MasterCard ❑ Discover ❑ American Express

Card #_____________________________________Exp. Date ______________ Security Code (last 3 digits on back of card) ___________

Card Billing Address and Zip _________________________________________________________________________________________

Signature _______________________________________________________________________________  Date ___________________

This conference is presented by the Jack Kent Oral and Maxillofacial Surgery Foundation

CANCELLATION AND REFUND POLICY: Jack Kent Oral and Maxillofacial Surgery Foundation reserves the right to cancel this conference should circumstances warrant such action, and your tuition will be refunded. If you must cancel your registration for this conference, the Foundation will refund your tuition (minus an administrative fee) if written notification of your withdrawal is received by the Foundation 15 working days prior to the start of the conference. Notification of withdrawal received after the conference begins will result in forfeiture of your entire tuition. The Jack Kent Oral and Maxillofacial Surgery Foundation Conference cannot be held responsible for the cost of a nonrefundable airline ticket, flight charge, or hotel reservation in the event this conference is cancelled or rescheduled. EQUALITY OF EDUCATIONAL OPPORTUNITY: The Jack Kent Oral and Maxillofacial Surgery Foundation is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, sex, age, or disability.

NO RECORDING DEVICES WILL BE ALLOWED IN THE LECTURE ROOM.
This activity is presented for educational purposes only. Participants are expected to use their own expertise and judgment while engaged in the practice of oral and maxillofacial surgery. Attendees should check specific details such as drug doses, contraindications, etc., in standard sources prior to clinical application. The content of presentations is provided solely by presenters who have been selected because of their recognized expertise.

The OMS Pearls Conference is presented and managed by the Jack Kent Oral and Maxillofacial Surgery Foundation. The express purpose of this conference is to provide continuing education in the field of oral and maxillofacial surgery for those in attendance. The statements, ideas, and opinions expressed in this conference are those of the individual participants and in no way should reflect the statements, ideas, and opinions of any specialty certifying organization; any OMS professional or alumni organization; LSU Health New Orleans School of Dentistry; LSU Health Sciences Center in New Orleans and Shreveport; the LSU Department of Oral and Maxillofacial Surgery; or others involved in this activity.

Continuing Education Credits

This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between the American Association of Oral and Maxillofacial Surgeons (AAOMS), the Louisiana Society of Oral and Maxillofacial Surgeons (LSOMS) and Louisiana State University School of Dentistry Department of Oral and Maxillofacial Surgery (LSU OMS).

The American Association of Oral and Maxillofacial Surgeons is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The American Association of Oral and Maxillofacial Surgeons designates this activity for 10 continuing education credits.

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the American Association of Oral and Maxillofacial Surgeons (AAOMS), the Louisiana Society of Oral and Maxillofacial Surgeons (LSOMS) and Louisiana State University School of Dentistry Department of Oral and Maxillofacial Surgery (LSU OMS). The AAOMS is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Association of Oral and Maxillofacial Surgeons designates this live activity for a maximum of 10 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.