

SEATTLE STUDY CLUB®

complete curriculum
2020 - 2021



academic program

introduction

It's an understatement to say these past few months have rocked our world. We've entered uncharted and dangerous waters, and we have to figure out how best to navigate safely through them to calmer seas and brighter days ahead.

To that end, Seattle Study Club has launched an innovative, full-academic-year program that offers guidance with practice recovery, financial stability, and enhanced clinical expertise. With sessions addressing your financial challenges, presentations that encourage you to set and track goals in your progress toward financial recovery, to insightful interviews and hands-on demonstrations, this is a perfect combination of knowledge and inspiration. Recognizing that the world and the recommendations will continue to change, the program is designed for flexible, adaptable delivery – we can determine if a session will be in-person or virtual based on the situation at the time. We still get to collaborate, learn together, and rely on each other for support.

Now more than ever the phrase that defines the core and essence of Seattle Study Club – doing dentistry together® – is a touchstone to remind us of who we are and why we are part of this amazing group of clinicians.

October



So, Now What? A Problem-Solving Journey

Facilitated by Robert Corr, DDS

We've all faced similar challenges in closing our offices over the past months, complicated by a variety of unique and personal obstacles. What better place to share ideas and solutions than in a collaborative, caring and safe environment with supportive colleagues? This session will help each of us answer one of the most important questions in emerging from isolation and facing uncertain financial futures—"What can I do now to get back on my feet?" We'll talk about the challenges our colleagues have faced, and everyone will have the opportunity to share their personal goals for the coming year (this will be recorded for later review). This program is just what the doctor ordered!

Upon completion of this session, attendees should be able to:

- Discuss the challenges faced in trying to restore business and identify possible solutions they can implement for their own practice.
- Outline business and service goals for the coming year as a start toward recovery.

November



An Evening with Dr John Kois: New Reality, New Norm

Livestream Interview with John Kois, DMD, MSD

Dr Cohen will host this special livestream interview with Dr Kois where we'll see the world of dentistry as he sees it through his very own discerning lens. Dr Kois will share his views on the changing dental landscape and how it has altered his thinking on what lies ahead for those of us who still want to return to the delivery of treatment we once knew. Some of the questions related to the post-Covid-19 practice of dentistry will include:

- What are the best ways to adjust to the new norm in returning to practice?
- Will continuing education change in dentistry because of the pandemic?
- Will face-to-face education remain important, why, and how might it change?
- In what new ways do we approach patients in the chair to help get them more comfortable in proceeding with necessary treatment?

Upon completion of this session, attendees should be able to:

- Understand the dental landscape following the Covid-19 lockdown so they can make necessary adjustments in the way they deliver care to their patients.
- Choose the CE pathway that will provide the most effective learning opportunities moving forward.

December

Comprehensive Treatment Planning Workshop

Video-Enhanced Caseflix Facilitated by Robert Corr, DDS

In this complex, comprehensive and interdisciplinary treatment planning case study we have the opportunity to discover solutions to challenging functional and esthetic issues. Although this patient's main concern was to achieve a pleasing smile, the underlying etiologies could potentially lead to a disappointing outcome unless they were accurately diagnosed.

The main issues in this case were:

- Absence of teeth nos. 7 and 10 with canine eruption into those positions.
- Discrepancies in the mesial-distal and apico-coronal position of the canines, making it difficult to achieve a pleasing smile.
- Asymmetry of the gingival scallops in the anterior segment.
- Missing posterior teeth with possible loss of vertical dimension.

This video-enhanced Caseflix session includes guidance and commentary from Dr Stefano Gracis, which will stimulate great collaboration and discussion. The initial documentation and Dr Gracis' presentation of all treatment performed is superb!

Upon completion of this session, attendees should be able to:

- Understand treatment options in cases with missing lateral incisors.
- Better visualize treatment outcomes in more complex cases.

january



The New Normal Approach to Patient Acceptance

*Deep Dive Livestream with Christian Coachman, DDS, CDT
Followed by Group Discussion*

It is anticipated that many dental patients will emerge from isolation and financial uncertainty with anxiety and reticence in proceeding with necessary dental treatment. A barrier may exist between patients with recognized needs and their dentists who may be overanxious in presenting treatment plans in a perceived self-serving way. In this livestream presentation, Dr Coachman will identify ways to break through barriers and effectively connect with patients so they are less on the defense and more likely to accept treatment recommendations. He will leave us with ideas and topics for roundtable discussion.

Upon completion of this session, attendees should be able to:

- Communicate treatment needs to patients by utilizing digital presentation tools.
- Break down defensive barriers so patients are more receptive to treatment.

February



So Now That I'm Here, What's Next? Problem-Solving Journey Part II

Facilitated by Robert Corr, DDS

In part II of this problem-solving trilogy, we will share the goals each of us set in the last problem solving session, outline what has been accomplished so far, and detail any hurdles encountered. Think of it as a checkpoint to enlist reinforcements. As everyone shares and discusses this information, the group can help each other overcome real (and perceived) obstacles with new goals set for the remainder of the study club year. Progress may take time, but this session will clearly establish that we have a strong support network to help every step of the way.

Upon completion of this session, attendees should be able to:

- Present a thorough, solution-oriented plan for personal and practice success.
- Anticipate obstacles and be prepared to implement remedies by drawing from information and experiences shared in the session.



Photography – From Marketing to Case Acceptance

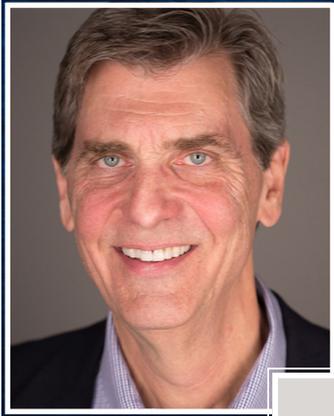
*High Intensity Learning Series
Amanda Seay, DDS*

The digital world has introduced several tools and techniques to make our workflows faster and more efficient. One of the most effective tools a clinician can have in the office is a DSLR camera. From documentation, communications and marketing—and ultimately better case acceptance—photography is essential in the dental field. Learn the fundamentals of photography and the basic setup needed to make your dentistry look even better! This session will provide an overview of the foundations and principles for capturing images. Dr Seay will share protocols that can be used every day in practice to help patients better understand the benefits and value of proceeding with necessary treatment. She will also share how she plans to use photography post Covid-19 to open the door to more productive dentistry.

Upon completion of this session, attendees should be able to:

- Understand basic requirements for camera, lenses, lighting, and backgrounds when incorporating photography into the practice.
- Utilize photography to illustrate and explain the benefits of treatment to patients.

April



Confessions of a Former Single Tooth Dentist

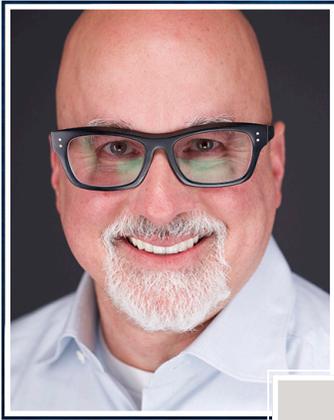
Brian Schroder, DDS

This program is a candid look at the presenter's practice both before and after his involvement with the Seattle Study Club. One of Dr Schroder's long-standing patients will be featured which will demonstrate the transition from single-tooth dentistry (I can do it all myself) to interdisciplinary treatment (none of us is as smart as all of us). Also included in this presentation are nonclinical business-related topics that are germane to all private practitioners. This presentation is intended to provide inspiration for the members of your club to embrace change and become more focused on interdisciplinary care.

Upon completion of this session, attendees should be able to:

- Understand that being an excellent general dentist may be the most difficult position to play in dentistry.
- Acknowledge our ongoing continuing education efforts, we as general dentists cannot "do it all."
- Recognize that the general dentist must be the "quarterback" of the interdisciplinary team.
- Identify that leadership is the key to maximizing our success as practitioners and business owners.

emay



Creating a Direct Composite Veneer that Rivals Porcelain

*Livestream Lecture and Demonstration
with Robert Margeas, DDS*

This clinical evening program brings us together for a virtual livestream demonstration and the best of both worlds—watching a master clinician in action and practicing what we’ve just seen in this clinically interactive experience. Dr Margeas will demonstrate a step-by-step layering technique of a central incisor that utilizes tints, effect shades, and surface texture to achieve the desired esthetics. During the session he’ll walk us through the layering process. Each of us will have a die to layer composite on. At the conclusion of the program, we’ll receive step-by-step instructions on how to finish and polish the restoration. This final polishing step can be performed the following day in our individual practices.

This lecture and live demonstration through the use of a visualizer will go into great detail about how to match an existing natural tooth with a polychromatic composite resin build-up utilizing tints, effect shades, and surface texture. A step-by-step layering technique of a central incisor will be shown live from start the finish.

Upon completion of this session, attendees should be able to:

- Match the polychromatic nature of existing teeth.
- Use the techniques learned to perform a more natural-looking anterior direct restoration.

Please bring your curing light and favorite composite layering instruments to this program.

Lecture, Up to 1.5 Hours; Operative (Restorative) Dentistry; AGD Subject Code 250

Disclosure of Commercial Support: This livestream hands-on event is sponsored by Ivoclar. Dr Robert Margeas does not have any current or past affiliations to disclose (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).

June



Livestream with Todd Williams & Problem-Solving Journey Part III

Facilitated by Robert Corr, DDS

Strength and Growth from the Staircase We Didn't Mean to Climb – Todd Williams

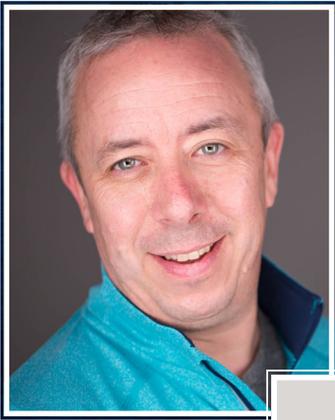
People often talk of growth as a gentle arc towards maturity, understanding, character and wisdom. The reality is, growth is more like a staircase. Something comes along that makes us grow (step up), we level out, find out what works and what doesn't... then find balance until something new comes along and makes us grow again. Step by step we rise, gaining strength and maturity in the process. However, these upward moments of growth can feel decidedly like a downward fall. In other words, we learn a stronger stance... when the rug is pulled out from under us. Our current challenges have been breathtakingly difficult, but our response to those challenges helps us grow every day—we're moving up and getting stronger by the minute. The world is about to see the best version of us yet.

Upon completion of these sessions, attendees should be able to:

- Emerge with a new level of character, wisdom and perspective.
- Address their most important needs with the support of their colleagues.

*Lecture, Up to 1.0 Hour; Self-Improvement; AGD Subject Code 770
Lecture, Up to 1.0 Hour; Practice Management and Human Relations; AGD Subject Code 550
Disclosure of Commercial Support: Mr Todd Williams does not have any current or past affiliations to disclose
(such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc).*

june ~ final dinner



Stop Thinking Outside the Box . . . Make the Box Bigger

Greg Tice

We've all been to wonderful practice management lectures—probably more than our fair share. Yet when we go back to the office on Monday, life gets in the way and all the great ideas we gleaned from the lecture fly right out the window. The study club isn't about education—it is about creating a change in behavior and proficiency. We “learn” many things, yet we assimilate and use very few of them. In this morning session with Seattle Study Club managing director Greg Tice, we explore seven concepts we can use to put our growth and change on autopilot. We'll talk about filtering out unnecessary information so the important stuff gets through, creating an ongoing growth mindset, and how to navigate all of this when current beliefs clash with new evidence and ideas. The session closes with an opportunity to learn from each other as the club shares how they've distinguished their own practices in the marketplace. The goal of this exchange: Take one doable thing back to the office and implement it immediately.

Upon completion of this session, attendees should be able to:

- Apply the basic elements of creating an ongoing growth mindset.
- Utilize our tendency to avoid cognitive dissonance.
- Take advantage of the principles behind interactive education.