

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, 41<sup>st</sup> floor  
**Friday – Saturday, April 12-13, 2019**

with **FREE OMSNIC**  
**Risk Management Seminar**  
on Saturday

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



# Oral and Maxillofacial Surgery Pearls VIII



The OMS Pearls VIII Conference faculty features six outstanding educators and practitioners and 8.5 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, alveolasty 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 8.5 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 13, 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](http://www.ada.org/cerp).

## The Jack Kent Oral and Maxillofacial Surgery Foundation

*The Louisiana Society of Oral and Maxillofacial Surgeons and The LSU Oral and Maxillofacial Surgery Alumni Associations are proud to join the Jack Kent Oral and Maxillofacial Surgery Foundation (JKOMSF) in sponsoring OMS Pearls. The American Association of Oral and Maxillofacial Surgeons (AAOMS) is also jointly providing this activity with the LSOMS and LSU OMS to provide CDE/CME credit.*

*The LSU OMS Alumni Association, through the efforts of a core group of concerned alumni, formed the Jack Kent Oral and Maxillofacial Surgery Foundation (JKOMS Foundation) in 2010 for the purpose of supporting the teaching, research, and service goals of the LSU OMS department in New Orleans. The foundation is a 501(c)(3) organization, and all donations are tax-deductible.*



*Jack Kent Oral and Maxillofacial Surgery Foundation*



**Brian Farrell,  
DDS, MD, FACS**



**Chris Haggerty,  
DDS, MD, FACS**

JKOMSF 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](http://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](http://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, 41<sup>st</sup> floor  
on Canal Street, in the French Quarter  
Friday – Saturday, April 12-13, 2019

### FRIDAY, APRIL 12, 2019

7:00 AM - 8:00 AM **Registration and Continental Breakfast**

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 Shady R. 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.

10:00 AM - 10:30 AM **Break**

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 **Adjourned - Reception to Follow!**





# Pearls of Office Based Anesthesia, Digital Implants, & Marketing



SATURDAY, APRIL 13, 2019

7:00 AM - 8:00 AM **Registration and Continental Breakfast**

8:00 AM - 8:45 AM **Pearls in Cybersecurity** *Sam Munackl, 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 an 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 Digimatq 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)



# OMS PEARLS FACULTY

## SPEAKERS



**Adrian S. Lineberger, III, MD**  
Carolinas Center for Oral and Facial Surgery  
Director, Department of Anesthesiology  
Charlotte, North Carolina

Dr. Lineberger received his MD Degree from Wake Forest University in 1981, and completed successive internships in Pediatrics and General Surgery at Yale University and the University of North Carolina. He then completed an Anesthesiology Residency at Chapel Hill in 1985, serving as Chief Resident his final year, and was board-certified in 1987. The next thirty-two years were spent in Grand Rapids, Michigan where he served as Clinical Chairman of *Anesthesia Medical Consultants*, Director of Integrated Pain Services, and Director of Outpatient Services. He was a contracted speaker for *Pacir* and *Sonosite* Regional Block Techniques, has lectured on the philosophy and cultural aspects of pain, and was a featured guest speaker on *Health Matters*. Dr. Lineberger is a member of the AOA Honor Medical Society, recipient of the Proctor Pediatric Award, was an Associate Professor at Michigan State University Medical School, and has a graduate degree in Medical Project Management from the Harvard School of Public Health.



**Christopher J. Haggerty, DDS, MD, FACS**  
Private Practice, Lees Summit, Missouri  
Clinical Assistant Professor  
Department of Oral and Maxillofacial Surgery  
University of Missouri School of Dentistry

Dr. Haggerty obtained his DDS from the University of Missouri-Kansas City (UMKC) and completed his OMS-MD residency training at Louisiana State University in New Orleans in 2008. Dr. Haggerty divides his time between private practice and serving as a clinical assistant professor within the Department of Oral and Maxillofacial Surgery at the University of Missouri-Kansas City. He is the co-editor of the "Atlas of Operative Oral and Maxillofacial Surgery", the president of the Greater Kansas City Oral and Maxillofacial Surgery Society and serves as a reviewer for the Journal of Oral and Maxillofacial Surgery. Dr. Haggerty has numerous publications in the fields of dental implants, alveolar ridge augmentation, maxillofacial trauma and reconstruction.



**Shady R. Hassan, BDS**  
Implant Planning Specialist  
3D Diagnostix, Inc.

Dr. Hassan obtained his BDS degree from the University of Modern Science and Arts (MSA), Cairo, Egypt. He joined the 3D Diagnostix team in 2015 as an implant planning specialist and has been assisting hundreds of dentists of all specialties. He uses a wide variety of dental implant experience levels to plan implant cases and develop the necessary skills needed to manage complex cases.



**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.



# Registration Form

Please duplicate this form as needed.



**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:



**Michele Holmes**  
LSUSD, Dept. OMS  
1100 Florida Ave.  
New Orleans, LA 70119



**Call**  
504.941.8211



**Fax 504.941.8197**

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.

Please check here if you will attend the Friday 3:00 PM. Reception.

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 \_\_\_\_\_

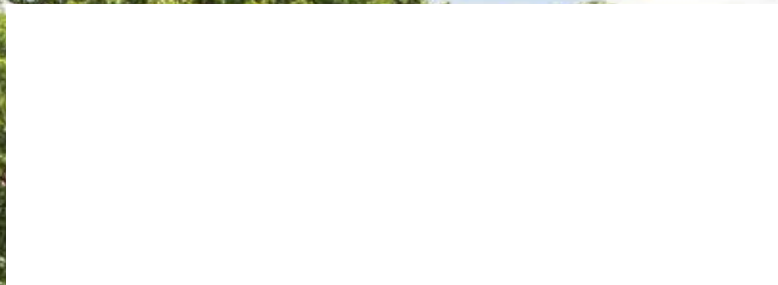
Signature \_\_\_\_\_ Date \_\_\_\_\_

## 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.**





### **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 8.5 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 8.5 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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.