



The Virtual Patient: How Surgically Guided Implants Revolutionize Treatment Planning

A Conference Sponsored by C-Dental X-Ray, Inc., McCormack Dental Imaging, Inc. & RapiDent Surgical Guides, Inc.

September 7, 2007
San Diego Marriott Hotel & Marina –
The San Diego Ballroom
333 West Harbor Drive
San Diego, California 92101

October 5, 2007
The Regency Center –
The Sutter Room
1290 Sutter Street
San Francisco, California 94109

Call 888.329.6954 to register
Pre-register today! Seats are limited!

Dental Cone Beam CT Surgical Guides are rapidly changing the way implant dentistry is practiced. Three-dimensional treatment planning with Surgical Guides enables highly predictable outcomes, time savings, and improved communication between the patient and dental team. This one-day conference brings together leading industry experts to provide a comprehensive overview of the clinical, technical, and legal aspects of guided implant placement.

Treat More Patients

Three-dimensional treatment planning provides a clearer understanding of the patient's anatomy and treatment possibilities. Surgical guides shorten surgeries, enabling you to efficiently treat more patients.

Improve Outcome Predictability

Learn how 3D treatment planning capabilities enhance preparation for restorative procedures, improving prosthetic outcomes and reducing restorative costs. Using surgical guides can facilitate flapless surgeries, reducing pain and swelling for the patient.

Enhance Communication

Communication between patient, restorative dentist, and oral surgeon is improved before surgery, enabling greater procedural efficiency and coordination. From a technical perspective, iDent Surgical Guides are compatible with every implant platform.

Continuing Education Credit

Surgically Guided Implants: Revolutionizing Treatment Planning qualifies for 8 continuing education credits in the state of California.

Conference Schedule

TIME	TOPIC	SPEAKER
7:00 a.m.	Registration check-in and continental breakfast	
8:30 a.m.	Welcome	Jerry Peck, CEO C-Dental X-Ray, Inc., McCormack Dental Imaging, Inc. and RapiDent Surgical Guides, Inc.
8:45 a.m.	Pathology and Diagnosis Dental Cone Beam CT (CBCT) represents a paradigm shift in craniofacial imaging, allowing imaged structures to be depicted in three dimensions. Dr. Tetradis will introduce key principles of CBCT; discuss its advantages and disadvantages over existing technologies; and describe its use in evaluating normal and pathologic findings for implant, TMJ, orthodontics, impaction and jaw-pathology applications.	Sotirios Tetradis, DDS, PhD Dr. Sotirios Tetradis graduated from the University of Athens School of Dentistry and obtained his oral and maxillofacial radiology training and PhD in Biomedical Sciences from the University of Connecticut Health Center. He has been on the faculty at the UCLA School of Dentistry since 1998, currently as an Associate Professor in the Division of Diagnostic and Surgical Sciences, Section of Oral Radiology.
9:45 a.m.	Overview of Dental Cone Beam CT Dr. Guigino will present an overview of CBCT technology and how it is changing clinical practices. He will discuss the use of CBCT for diagnostics in a range of modalities—from orthodontics to general dentistry. Dr. Guigino will present a case showing the use of bone screws and implants for the movement of teeth. By using CBCT, clinicians can be assured of proper bone screw and implant placement.	Carl Guigino, DDS Dr. Guigino brought Cone Beam CT technology to the United States. He graduated from the University of Buffalo and has practiced orthodontics exclusively and lectured on the subject worldwide. Dr. Guigino is President of the French R.M. Ricketts Society and of the Bioprogressive Study Club in Japan as well as a member of the Foundation for Orthodontic Research.

TIME	TOPIC	SPEAKER
10:45 a.m	<p>Improving Communication through 3D Treatment Planning</p> <p>Integrating CT treatment plans with surgery begins with the restorative dentist. Dr. Simpson will review the in-office procedures necessary to manufacture a diagnostic radiographic guide for use with 3D treatment programs. He will compare model-based treatment plans to virtual 3D treatment to demonstrate the superior accuracy of 3D treatment planning. He will also show how temporary prosthesis placement becomes possible because of close coordination among the dental team. Learn how the iDent Surgical Guide promotes close coordination between the restorative dentist, implant surgeon and the dental laboratory to improve clinical results and minimize surgical complications.</p>	<p>Graham Simpson, DDS</p> <p>Dr. Simpson received his DDS degree and completed the Post Graduate Prosthodontics program from Emory University Dental School. He has practiced privately in San Diego since 1982, specializing in Prosthodontics with emphasis in TMJ Therapy and Implant Restoration. Dr. Simpson has served as a member of the Board of Directors, Chairman of Media Relations Committee, and Chairman of Legislative Committee for the San Diego Dental Society, as well as being co-founder and past president of the San Diego Prosthodontic Society.</p>
11:45 a.m	Lunch	
1:00 p.m.	<p>Learning to Trust the iDent Guide</p> <p>Dr. Greenberg will take the audience through a journey using iDent Surgical Guides and 3D treatment planning from a surgeon's perspective. From a single implant to a fully edentulous patient, Dr. Greenberg will discuss specialized techniques used to execute such surgeries using iDent surgical guides.</p> <p>Learn how the iDent Surgical Guides make complex cases much simpler and predictable, while improving pre-surgery communication. Dr. Greenberg will demonstrate how the Scan 2 Guide allows the surgeon to know when grafting is necessary and how to combine it with temporary placements or staged procedures. Using BIOMET 3i instrumentation, he will present a case that demonstrates the 3i drill kit's depth control when used with the iDent surgical guide, as well as delivery of implants through the guide and precise temporary placement. Trusting the guide will result in improved clinical results, better relations between team members, and fewer complications.</p>	<p>Alex M. Greenberg, DDS, PC</p> <p>Dr. Greenberg graduated from the Columbia University School of Dental and Oral Surgery and completed further education at Beth Israel Medical Center, Mt. Sinai Hospital, and the University of Basel in Switzerland. He practices a full scope of Oral and Maxillofacial Surgery. He is affiliated with New York-Presbyterian Hospital where he is an Assistant Clinical Professor of Oral and Maxillofacial Surgery at the Columbia University School of Dental and Oral Surgery. He is also on staff at Mt. Sinai Hospital, Beth Israel Medical Center and St. Luke's-Roosevelt Hospital.</p>

TIME	TOPIC	SPEAKER
2:15 p.m.	<p>Minimizing Litigation Risk</p> <p>Dental implants have evolved from the era of controversy to become a main-stream component of dental restorative care. The evolution has progressed to the point that today there are situations where failure to recommend dental implants may be a violation of the standard of care. The placement and restoration of implants involve many potential litigation risks not readily appreciated in addition to those more commonly associated with surgical and restorative dentistry. Advances in digital dentistry such as imaging and computer guided surgery are dramatically changing the Standard of Care.</p> <p>This program will explore the patient's view of this dental product, its image in the legal community, and a review of the trends and recent cases. The speaker will offer guidance and risk management tools to avoid claims of malpractice associated with patient selection, imaging, informed consent, surgical and restorative complications, periodontal issues, maintenance, recall and implant failure</p>	<p>Arthur W. Curley (San Diego only)</p> <p>Mr. Curley is a senior trial attorney in the San Francisco based health care defense firm of Bradley, Curley, Asiano, Barrabee & Crawford, P.C. He graduated from UC Berkeley and obtained his JD from the University of California, Hastings School of Law in San Francisco.</p>
3:15 p.m.	<p>Preventing Legal Exposure</p> <p>Dr. Zinman will discuss key implant litigation cases to demonstrate how preventive measures could have avoided litigation. Also discussed will be current implant informed consent practices, using records, video, and demonstrative aids for the implant surgeon and staff. Informed consent limitations will also be reviewed.</p>	<p>Edward Zinman, DDS, JD</p> <p>Dr. Zinman is a periodontist and practicing attorney who has settled and tried numerous dental implant cases. He serves on the editorial board of the Journal of Periodontology and has lectured at UCSF, nationally, and internationally.</p>
4:15 p.m.	<p>Panel-style question and answer session</p>	<p>All Speakers</p>

Attending Vendors

Also attending the conference and presenting solutions will be:



Register today!

The Surgically Guided Implant Conference offers a unique opportunity to meet with 3D surgical guide treatment planning practitioners, surgeons, and attorneys with expertise in dental implant cases—all in one place. Don't miss this opportunity! Continental breakfast and lunch are included in the \$300 registration fee.

Register by mail

Please use the attached envelope and include your check or credit card information.

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C-Dental X-Ray, Inc.
695 Oak Grove Ave. Ste. 330
Menlo Park, CA 94025

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