

2023-2024  
Academic Program

*Bridging  
the  
Disciplines*

**RIVER REGION**  

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STUDY CLUB

# *Bridging The Disciplines*

Creating closely integrated connections between dental disciplines remains a compelling challenge for everyone committed to providing the highest quality of care.

Our goal with the offerings in Bridging the Disciplines is to foster strong partnerships between stakeholders. It was inspired by one of San Francisco's most elegant and enduring landmarks, the Golden Gate Bridge. This miracle of engineering is the ultimate monument to the human mind spanning an impossible distance and standing firm against gale force winds and waves. The bridge represents the vision of one man and the work of a team.

By analogy, our mission for this year is to provide a blueprint for the winning combination of dream and determination in the team setting. Our programs will create an opportunity to bridge all the clinical and non-clinical dental disciplines and integrate them with essential skills like critical thinking, problem-solving, communication, collaboration and creativity.

# September

Brian Baliwas, DDS

## *Unique Marketing and Exceptional Service in a Competitive Environment*

Lecture up to 2.5 hours

Practice Management and Human Relations, AGD Subject Code 550

Some practices rely heavily on contracting with dental insurance companies in order to maintain the flow of new patients into the practice. We must understand that signing these contracts and becoming an “in-network” or “preferred” provider is a form of marketing that we perpetually pay for at every patient visit.

When we think about “marketing” in our practices, we often ignore dental insurance and limit ourselves to ideas of promotion and advertising. We focus on paid services (sponsored ads, websites, SEO, review sites, etc.) that may bring awareness to our practice, but may not necessarily bring about consideration or conversion from potential patients

What if we instead focused on brand identity, positioning, and reputation, in order to build our practices? Are your marketing strategies unique to you and your office, or are they similar to other practices in your area? Are you presenting yourself like everyone else, or are you highlighting specifics of what makes you and your team great?

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

- Understand the potential opportunities of dropping dental insurance contracts
- Gain a fresh perspective on dental practice marketing, especially in saturated areas
- Learn to connect with potential patients using non-traditional methods of marketing



### **Brian Baliwas, DDS**

Dr Brian Baliwas, also known as @sfdentalnerd on Instagram, has made a name for himself through the stories he tells through social media. He has utilized social media to not only market and grow a practice in one of the most saturated areas of the country, but also to connect and grow with mentors and colleagues online.

When he’s not on his phone, Dr Baliwas maintains a private practice in downtown San Francisco, California, near Union Square. His practice philosophy is centered on conservative, comprehensive, cosmetic dentistry that utilizes modern dental materials and techniques. Dr Baliwas received his DDS degree from the University of the Pacific Arthur A. Dugoni School of Dentistry in San Francisco in 2014, where he graduated with high honors and was elected to join both Omicron Kappa Upsilon and Tau Kappa Omega dental honor societies. He is an active member of the American Academy of Cosmetic Dentistry and the Academy of General Dentistry, and is a graduate of Kois Center.

# October

Nelson Rego, CDT and Bobby Williams, CDT

## *Collaborative Debate: Digital vs Analog*

## *Laboratory Workflows - Is Analog Still Superior?*

Lecture, up to 2 hours facilitated by Club Director

Operative (Restorative) Dentistry, AGD Subject Code 250

When people spoke about digital dentistry a decade ago, the conversation focused on single unit restorations being fabricated in the office or just an intraoral scan being taken instead of a physical impression. Today, clinicians are pushing the envelope, completing edentulous cases utilizing fully digital workflows. Has dentistry really come this far over the last few years and is analog fading away? On the other hand, is digital dentistry just a series of shortcuts and does true precision still reside in the analog world?

Nelson Rego and Bobby Williams, both highly trained and accomplished laboratory owners, will be asked to defend each of these workflows from the perspective of the laboratory, allowing attendees to realize benefits of each approach and gain an understanding of which approach may be more predictable. Furthermore, they will provide insight that truly makes a difference with respect to outcomes versus technological advances simply being a new toy.

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

- \* Identify appropriate design applications for full mouth or localized areas.
- \* Recognize how to merge digital and analog workflows useful to laboratories to plan and design cases.



### **Nelson Rego, CDT**

Nelson Rego owns and operates Smile Designs by Rego, a progressive dental laboratory specializing in ceramics in Santa Fe Springs, California. Nelson and Juan Rego, CDT, established the laboratory in 1980. Mr Rego is a certified dental technician who has studied with some of the best dentists and ceramists in dentistry today. He is an accredited member of the American Academy of Cosmetic Dentistry and was the first technician to serve as the chair of accreditation. Mr Rego has written more than 70 articles pertaining to dental materials and techniques, which have appeared in many leading dental journals. He is also an evaluator and speaker for several dental product manufacturers and is the co-creator of Microthin Veneers, a prep-less approach to cosmetic dentistry.



### **Bobby Williams, CDT**

Bobby Williams is a graduate of the Kois Center, attended the University of Oklahoma, and followed his undergraduate studies with a dental laboratory technical school in Dallas, Texas. He has more than twenty nine years of experience as a lab technician and owner. For 21 years Mr Williams has owned and operated a very active, high-quality, all-ceramic laboratory, Synergy Ceramics, that specializes in cosmetic restorations from single tooth to full-mouth reconstruction. He is a senior member of Claude Sieber's Art & Experience. Mr Williams lectures and teaches courses internationally on patient-specific abutments, implants, and porcelain and indirect composites for Atlantis Patient Specific Abutments, Dentsply Implants, 3M ESPE, and VITA North America.

# November

Marco Brindis, DDS

## *Fixed Prosthodontics, Ceramics, Bonding....*

Lecture facilitated by Club Director, up to 2 hours

Fixed Prosthodontics, AGD Subject Code 610

Ceramic materials, cements, bonding agents and minimally invasive restorative techniques have evolved rapidly in the last 20 years. To keep up with all this revolution can be very overwhelming and difficult to know when or how to use them. This course provides a systematic approach to select the right restoration and the material for the restoration restore the extensive mouth rehabilitation:

1. Where we are and where are we going with ceramic materials
2. Bonding principles Vs. Bonding Systems
3. New bonding protocols for the new generation or ceramic materials
4. Cement selection: bonding vs retention
5. New generation and new applications of monolithic Zirconia
6. The new generation of ceramics for veneer restorations

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

- Identify options for management of fractured teeth in a teenager.
- Understand timing and prosthetic considerations in the young, growing patient.



### Marco Brindis, DDS

Dr Marco Brindis is a former professor and chair of the department of prosthodontics at LSU School of Dentistry. He currently maintains a prosthodontics restorative practice devoted to esthetics and implants with an interdisciplinary approach. He earned a DDS from the Universidad Intercontinental in Mexico City in 1998. He did a preceptorship in dental implants at the Universidad Intercontinental in 1999 and another in dental implants at the dental school at the UT Health Science Center in San Antonio in 2002. He completed a surgical implant fellowship at the Biotechnology Institute in Vitoria, Spain in 2003. He got his certificate in prosthodontics at LSU School of Dentistry in the Department of Prosthodontics in 2007. He then completed esthetic and occlusion courses at the Pankey Institute in 2007. He is a member of several organizations, including the American Academy of Restorative Dentistry, Academy of Osseointegration, American Dental Association, American College of Prosthodontists, and the Pierre Fauchard Academy.

# January

Stasha Gominak, MD

## *RightSleep for Clinicians*

Lecture facilitated by Club Director, up to 3 hours

Oral Medicine, Oral Diagnosis, Oral Pathology, AGD Subject Code 730

New brain science discoveries show that sleep is entrained to our planet's annual cycle by sunlight producing vitamin D on our skin, allowing us to sleep longer and gain weight in winter. Avoiding the sun has left us with a global epidemic of sleep disorders and a changed microbiome that are both linked to our failing health. Learn how to use this new information as another tool to help your patients sleep better. Discussion will include why many people struggle with achieving restorative, healing sleep even while doing what the experts say. Dr Gominak will address the little-discussed but important role of the brain in sleep and sleep disorders, as well as how to advocate for others who may be suffering from challenges that could be resolved through following the RightSleep program.

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

- \* Recognize that sleep disorders and chronic illness have become pandemic in the last 40 years due to behavioral changes that produce vitamin D deficiency.
- \* Recognize that illness and pain may occur from inadequate repair during sleep.
- \* Acknowledge vitamin D as a hormone linked to the brainstem control of sleep.
- \* Demonstrate how to return the to normal using vitamin D and Bs.



### **Stasha Gominak, MD**

Dr Stasha Gominak grew up and attended college in California, later moving to Houston for medical school at Baylor College of Medicine, where she received an MD degree in 1983. Her Neurology residency was done at the Harvard -affiliated Massachusetts General Hospital in Boston. She practiced neurology in the San Francisco Bay area from 1991 - 2004, and then moved with her husband to Tyler, Texas. Starting in 2004 she began to dedicate more of her practice to the treatment of sleep and sleep disorders. In 2012 and 2016 she published two pivotal articles about the global struggle with worsening sleep, the possible causes and solutions, all related to vitamin D deficiency and the intestinal microbiome. In 2016 she retired from her office practice to have more time to teach. She currently divides her time between RightSleep® coaching sessions for private individuals and teaching other clinicians the RightSleep method for sleep repair.

# February

Geri Gottlieb

***ALL-TEAM MEETING (bring your entire team)***

## ***Is Dentistry a Team Sport?***

**Lecture/workshop, up to 4 hours**

**Practice Management and Human Resources, AGD Subject Code 550**

Build trust. Be vulnerable. Embrace conflict. Be accountable. These are just a few of the prescriptions practice management coaches often write for dental practices seeking to create a winning and cohesive team. Certainly, these actions or attributes are important, even vital, to the functioning of a great team. But where does it start? How do we acquire them? The strength of the team is each individual team member, and the strength of each team member is the team. Zen master Phil Jackson, one of the winningest coaches in the history of basketball, says, "In order to build and be a truly effective (winning) team, we must start with ideal team players." In this interactive and hands-on presentation, Ms Gottlieb will discuss and teach the core essence of the ideal team player and a winning cohesive team.

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

- Articulate three tangible characteristics of an ideal team player.
- Identify one area or characteristic a team player can improve in themselves and others.
- Initiate a team discussion about what it takes to build a more cohesive and higher performing team.



Geri Gottlieb

With more than 30 years in the dental industry, Geri Gottlieb has useful experience in everything from practice management and patient treatment to administration and leadership. She has walked in the ownership shoes of two large periodontal practices with her husband, Dr Robert Gottlieb. Ms Gottlieb launched her own business in 2019, GG Practice Coaching & Development, so she understands even more what it takes to successfully grow and develop a business from the ground up. This experience and her continuous education gives her a better understanding and empathy of the multiple silos in our industry — clinician, leader, manager and owner. Always looking to accumulate more knowledge and be better for her team and clients, Ms Gottlieb has certifications in adult learning, behavioral therapy, the five behaviors of a team, and DiSC behavioral assessments. These tools allow her to generate unique insights into the personal needs of each member of your team. Before launching her own business, she spent more than four years as a lead coach with ACT Dental Practice Management and motivational speaker Kirk Berhendt. Ms Gottlieb's passion for organizational health, team, leadership development, and business systems to support those are the foundation of her coaching philosophy. These are some of the necessary ingredients for sustainable growth and development of any business.

# March

Judy McIntyre, DMD

## *Let's Save Teeth!*

Lecture facilitated by Club Director, up to 2 hours

Endodontics, AGD Subject Code 070

The scope of responsibility of the endodontist has shifted from focusing on single tooth treatment to becoming an integral member of the interdisciplinary team in the overall mission of preserving the natural dentition.

While some endodontically involved teeth might seem unrestorable or dire at initial presentation, thorough evaluation, CBCT and novel treatment plan options have expanded our scope to increase success in salvaging questionable teeth.

In this treatment planning workshop, Dr Judy McIntyre will share three challenging cases, all with the dilemma of deciding whether to “save or extract”. Participants will be presented with the initial findings, where a crossroads appeared, and will then choose how they would proceed, deciding to ultimately save or extract the teeth in question.

Finally, the actual treatment rendered in the case will be presented, giving key indicators of what to look for in proper diagnosis to determine when saving teeth is a viable option.

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

- Navigate through different treatment possibilities for complex cases in the esthetic zone.
- Understand the importance of the soft tissue-restorative interphase when treating in the esthetic zone.
- Recognize important prosthetic considerations that can increase treatment predictability.



### **Judy McIntyre, DMD, MS**

Dr Judy McIntyre grew up in sunny Los Angeles, California, and wanted to become a dentist at a very young age after experiencing a dental injury. She attended the Harvard School of Dental Medicine and her endodontics residency at the University of North Carolina at Chapel Hill Adams School of Dentistry. Her thesis and research regarding traumatic dental injuries was published in numerous professional journals. Presently, she serves on the AAE board of directors and has been involved with the MA Dental Society and the ADA. Dr McIntyre lectures nationally on various topics including pediatric dentistry in endodontics, endodontics and diagnosis, traumatic dental injuries and their management, and 3D Imaging. She is passionate about sharing her love for dentistry.



# April

Kyle Trammell, DMD

## *Tips & Tricks Session*

Lecture facilitated by Club Director, up to 2 hours

Multi-Disciplinary Topics, AGD Subject Code 149

Everyone bring a tip or trick to share with the group!

You will be sure to leave with an abundance of new tips from this collaborative session.



*May*

***Treatment Planning Session &  
End of the Year Celebration!***

Lecture facilitated by Club Director, up to 2  
hours

**Announcing the 2024–2025 Academic  
Program**



# *Fine print*

## ***Registration***

These are virtual and live lecture, demo, and peer discussion programs suitable for all dentists, dental students, and business professionals regardless of prior experience who are members of this study club.

Register by contacting April Berrey.  
Email: [admin@trammellperio.com](mailto:admin@trammellperio.com)  
Phone: 334.277.2100

Please call with any cancellations at least 72 hours before the meeting.

## ***Disclaimer***

Some information or presentations may include controversial materials or commercial references. Seattle Study Club cautions all course participants that there is potential risk to using limited knowledge when incorporating new techniques and procedures into their practices, especially when the continuing education program has not provided them with supervised clinical experience in the techniques or procedures to ensure that they have attained competence.

## ***Substitutions***

This brochure represents the speakers/programs established at the time of publication; however, speaker cancellations occasionally occur for reasons beyond our control. In the event of such an occurrence, speaker/program substitutions may be made without prior notice.

## ***Electronic/Virtual Education***

Participant feedback and interchange with instructors will be facilitated through email and live Q&A for all sessions hosted by Seattle Study Club. For recorded sessions, directors will facilitate group discussion with club members.

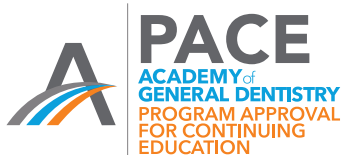
## ***Code of Conduct***

We are committed to ensuring a safe and respectful meeting environment that is free of harassment, bullying, or offensive comments and/or behavior toward others. We expect all participants whether attending live or virtual sessions to abide by this Code of Conduct policy on all online platforms, or in venues at a meeting, including ancillary events and official and unofficial social gatherings.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.

## ***Up to 18.5 Credits Available***

Of which 1 hour will be submitted by Seattle Study Club Inc. This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE) through the joint program provider approval of Seattle Study Club Inc (Nationally Approved) and River Region Study Club. Seattle Study Club Inc is approved for awarding FAGD/MAGD credit. The current term of Seattle Study Club Inc approval extends from 10/1/2021 to 9/30/2027. Provider ID# 300136



Academy of General Dentistry  
Approved Pace Program Provider  
FAGD/MAGD Credit.  
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.  
Term of approval: (7/1/2022 to 6/30/2027)  
Provider ID# 415809