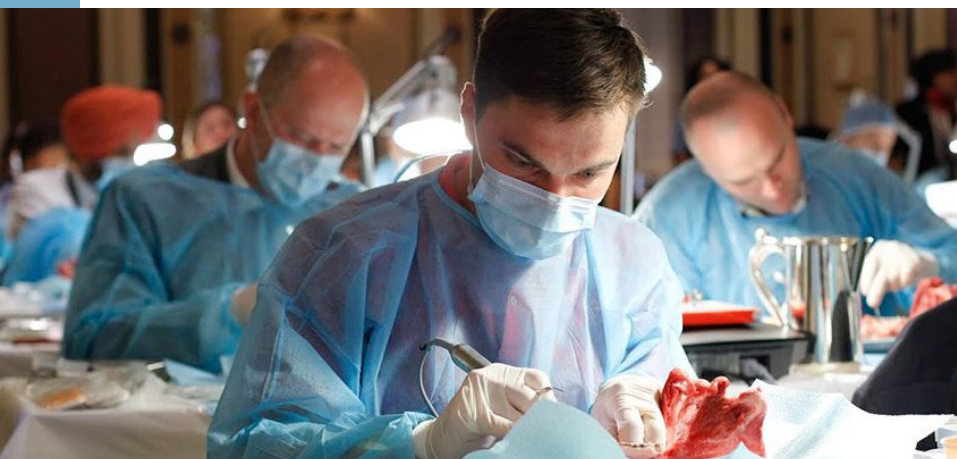


The logo features the text "4M INSTITUTE" in a bold, black, sans-serif font. The text is centered within a yellow oval that has a thin white border. This oval is set against a dark brown background. A thick, yellow rope with a black outline is coiled around the oval, forming a rectangular frame with rounded corners. The rope has a detailed braided texture.

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Delighting Your Patients from First Contact to Treatment Acceptance  
Choose your preferred date: November 16, 2019 OR February 8, 2020

Learn the art, science, and steps to attracting, selling, and keeping new patients from customer service guru Dr. James Roman, digital marketing architect Todd Whitaker, and social media maven Julieanne O'Connor. This fun, transformative day will revolutionize how you approach marketing your practice, training your team, and delivering a "Wow!" experience your patients will love.

## **STRESS-FREE MARKETING FOR DENTISTS \$995 and \$495 for 2nd Team Member**

Choose your preferred dates: April 11, 2020 OR August 14, 2020. Optional one-on-one break out sessions on day 2 (April 12 OR August 15).

Learn from experts (Doctors and Marketing Professionals) on proven methods to take your practice to new heights while attracting high end cases through simplified social media strategies, Google ads, Microsoft ads, FB advertising, landing pages, seminars, easy financing, and more.

## **ALL-ON-4® IMPLANT SOLUTION COURSE I \$9995 (\$2500 deposit required to hold spot)**

Choose your preferred dates: January 24 – 26, 2020, OR July 31 – August 2, 2020

Three days of hands on/live surgery. You will acquire the skills necessary to execute \$20,000 – \$50,000 cases. In addition to the clinical, you will learn powerful marketing strategies.

## **ALL-ON-4® IMPLANT SOLUTION CADAVER COURSE \$9995 + materials (TBD), (\$2500 deposit required to hold spot)**

Choose your preferred dates: April 24 – 26, 2020 OR October 9 – 11, 2020

Three days of hands on/live surgery including Cadaver Lab hands-on. You will acquire the skills necessary to execute \$20,000 – \$50,000 cases. In addition to the clinical, you will learn powerful marketing strategies.

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with Dr. Kayvon Javid DDS, DICOI, FCII, AFWCLI, CPT 1 • February 29, 2020 OR August 29, 2020  
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## **ALL-ON-4<sup>®</sup> DENTAL ASSISTANTS COURSE - \$1,200**

**Choose your date: March 7, 2020 OR Sept 19, 2020**

This hands-on course will transform your dental assistant into your right hand in All-On-4<sup>®</sup> Surgery and prosthesis conversion. This exciting course teaches all aspects of All On 4 including instrumentation and materials ordering, treatment preparation, lab communication, chair side assisting, and the best part... hybrid conversion.

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## **CASE ACCEPTANCE FOR COMPLETE DENTISTRY - \$1,150**

**with Dr. Paul Homoly, CSP; March 27, 2020**

The most important behavioral processes in the practice of dentistry are case presentation for complete care and new/recall patient experiences. These processes create robust levels of treatment acceptance, practice profitability, and a thriving long-term career.

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## **IV SEDATION COURSE - \$13,500 (\$3,500 deposit required to hold spot)**

**Dates: TBD**

60 hours of didactic/classroom education & direct participation in administering IV sedation to 20-30 clinical dental cases while being observed. Comprehensive Mini-Residency Course happens over 3 weekends. Conscious Sedation Consulting is an approved provider of continuing education by The Dental Board of California, RP# 4731

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## **SINGLE DENTAL IMPLANT COURSE FOR DENTISTS - \$2,500**

**with Dr. Jedediah V. Huss, DDS, DICOI • June 19-20, 2020 OR November 13-14, 2020**

Learn how to place dental implants in to abundant bone predictably, efficiently, and successfully. This comprehensive course is filled with hands-on exercises to prepare you for socket preservation, flap design, implant placement, and suturing.

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Enroll and view full course details at:

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The logo features the text "XCEL SEMINARS" in a bold, black, sans-serif font, centered within a yellow oval. This oval is framed by a thick, yellow rope with a black outline, which is coiled into a rectangular shape with rounded corners. The rope has frayed ends at the top. The entire design is set against a solid brown background.

# **XCEL SEMINARS**





# 17th Annual Comprehensive Dental Skills Series

Sheraton San Jose Hotel

## Nov. 24, 2019: Oral Medicine for the General Practitioner

*Dr. Patrick Quaranta is back for one of our most popular courses ever! He is a former professor of Oral Medicine at UMDNJ-New Jersey Dental School.*

## Dec. 8: Treating Trauma and also Managing Medically Complex Patients & Managing Medical Emergencies

*Dr. Mark Roettger was a charter member & Past President of The Academy for Sports Dentistry. He is team dentist for the Minnesota Loons professional soccer team and is currently the Associate Director of the University of Minnesota Medical Center (UMMC) GPR program, where specialneeds & medically complex patients are the norm.*

## Jan 26, 2020: CA Dental Practice Act & Infection Control PLUS a BONUS COURSE: Becoming the "Go To" Dentist in your Community with these Seven Critical Steps!

*Carrie Ibbetson, RDH, lectures nationwide using her unique humor and cutting edge information to present tough subject matter in an interesting way. Jim Richardson, the CEO of Click-thru Consulting, LLC, understands the frustrations of dental practice owners. He is the Amazon best-selling author of "Word of Mouse Marketing for Dentists" and he works to help dentists refine their messages and drive new patients to their practices.*

## Feb. 16: Adhesive Dentistry – Maximizing Composite Placement PLUS a Bonus Segment: Ethical Dilemmas in Aesthetic Dentistry

*Dr. Marc Geissberger splits his time equally between his practice and educating dentists. He is a noted lecturer and author who chaired the Department of Integrated Reconstructive Dental Sciences at the University of the Pacific, School of Dentistry for 15 years and has maintained a faculty appointment continuously since 1991.*

## March 22: Morphology and Occlusion: The Integral Link to Successful Restorative Dentistry

*Dr. Bob Lowe has authored numerous articles, contributions to textbooks and is consistently named a "Top 100 Clinician in Dentistry."*

## May 3: Prosthodontics for GPs

*Dr. Peter Auster uses the latest technology, materials, and techniques to create a free moving, collaborative day for his audience. He was featured on the cover of Dentistry Today Magazine and recently completed two terms on the board of directors of the American Academy of Cosmetic Dentistry and chair of their leadership committee.*

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(Minutes from 880, 237, 680 & 101 Fwys)

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(42 CA & AGD CEs) FOR ONLY \$549**

**BONUS  
HANDS-ON  
COURSE:  
ONLY  
\$299**

## April 19, 2020: Practical and Simple Interceptive Orthodontic Treatment & Treating

**Trauma, A Hands-on Course** *Dr. Lance Kisby FASDC, FAGD, FAAPD, MAGD, has practiced & taught for 35 years, started two pedo residency programs and edited the Journal of Pediatric Dentistry.*

COURSE SERIES  
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## COURSE TOPICS

**Oral Medicine for GPs:** *This course gives dentists the tools to diagnose abnormal and pathological conditions within the mouth. Using clinical pictures and x-ray imaging and by teaching diagnostic process and differential diagnosis (DiffDx), the course addresses systemic health conditions manifesting as oral changes and also possible treatment of oral conditions, including:* What a lesion looks like, the general concepts of diagnostics and value of patient histories ♦ Appropriate communication with other doctors ♦ Review common lesions including, candidiasis, frictional hyperkeratosis, lichen planus, auto-immune diseases manifested in the mouth, aphthous ulcers, hemangiomas, hematomas and ecchymosis, HSV 1, HPV and other viral lesions, oral cancers and radiographic lesions

**Treating Trauma Cases and Medically Complex Cases:** *This course will have a morning segment addressing the nature and effect of trauma and the afternoon about medically complex cases. The morning will include:* Recognizing injuries involving different parts of the tooth and supporting structures ♦ Composing an accurate diagnosis of the type of trauma, formulating an emergency treatment plan and performing adequate emergency treatment to maximize healing potential in all types of dento-alveolar trauma ♦ The clinical and radiographic signs of healing: regeneration, repair & failure ♦ Know rationale and guidelines for post-trauma splinting ♦ Managing trauma to the oral soft tissues ♦ 3 big misconceptions of managing dental trauma ♦ *Treating Medically Complex Patients will cover:* Managing cardiac patients, oncology patients, patients with endocrine disorders, hematology and clotting disorders, genetic and syndromic disorders ♦ *Treating Medical emergencies will include:* Define & emergently manage cardiac arrest ♦ Identify the most frequently encountered medical emergencies in the dental office ♦ The most important drugs needed to treat medical emergencies ♦ The situations most likely to lead to medical emergencies

**OSHA, Infection Control and the CA Dental Practice Act:** This course will not only entertain you and your staff but will enable attendees to meet license renewal requirements and state and federal requirements for OSHA Bloodborne Pathogen training, and infection Control with Carrie Ibbetson. The California Dental Practice Act segment will include: Basic requirements of the Dental Board, how to avoid Dental Board problems AND Present actual case studies of dentists subjected to Board discipline. **PLUS In our bonus one-hour interactive workshop,** we'll take each audience member through an interactive, personal exercise that will teach them how to create their unique compelling message. They will: Discover their marketing problems ♦ Follow a proven, seven-step process to record their unique message script ♦ Leave with more confidence about their compelling reason a new patient should choose them

**Adhesive Dentistry and Ethical Dilemmas in Esthetic Dentistry:** *This program will attempt to make sense of all of the composite products and techniques available in today's market place, with emphasis on new developments, including:* Self-etching principles and how they are applied to composite resins ♦ Reproducing natural tooth characteristics using composite resin ♦ Improving composite restorations' appearance & longevity and post-op sensitivity ♦ How to place bulk-fill correctly ♦ Mechanisms of bonding **This presentation will review the ethical principles and some central concepts that guide us as practitioners, including:** Discussing ethical dilemmas doctors face on a regular basis ♦ Learning communication skills designed to assist practitioners when confronting ethical situations & creating win-win situations for all parties involved ♦ Providing strategies for each participant to raise the level of ethical dentistry within our field.

**Morphology and Occlusion:** *Every restoration placed has the potential to alter the occlusal relationship of the patients' dentition. Thus, understanding, visualizing, and reproducing proper dentate morphology following occlusal concepts regardless of the material used is the key to long-lasting dental restoration. In this lecture, Dr. Lowe will review in detail techniques to create dental restorations that show how the principles of morphology and occlusion can be maintained using today's modern dental materials to produce "world class" dental restorations, including:* The Principles of Morphology in Direct and Indirect Dental Restorations – Reproducing nature's functional and aesthetic contours – A basis of occlusal understanding. The importance of "linguovision" in understanding occlusion. ♦ The "ABC" Porkorny Construct of Occlusal Contact: What do those "little dots" mean? ♦ Occlusal Adjustment or "Spheroiding": Maintaining morphologic shape and form when performing occlusal adjustment. ♦ The Art and Science of Provisionalization: A biologic and occlusal prototype for definitive reconstruction. ♦ Tissue Management During Master Impressions: "Tissue Mirrors Technique!" ♦ Definitive cementation protocols for conventional, bioactive, and resin cements: Occlusal adjustment during the cementation process. ♦ Combined Therapy and "Perio-by-the-Numbers: The perioprosthetic connection to restorative dentistry. ♦ Creative Treatment Options: Abstracting Reality! Solutions to aesthetic and functional dental problems you probably have not considered.

**Hands-on Interceptive Ortho, including Treating Trauma:** *This course addresses many common orthodontic problems with techniques that can be done in the office, including:* How to do an orthodontic exam and using that information ♦ Primary vs permanent teeth ideal occlusion ♦ The preferred sequence of eruption of primary and permanent teeth ♦ Diagnosis and managing ankylosis of primary teeth and congenitally missing permanent teeth ♦ Diagnosing and early treatment of space management, anterior and posterior cross-bites, and thumb/tongue habits ♦ Indications and contraindications for simple appliances such as maxillary expansion appliances, correcting single tooth maxillary lingual cross-bites, habit breaking appliances, and space maintainers ♦ When to refer to the orthodontist ♦ The role of enlarged tonsils and airway issues in malocclusion ♦ Diagnosing and treating common eruption problems from multiple panorex The Hands-on portion will include: An interactive session of diagnosing and interpreting eruption problems from multiple panorex ♦ Placing bands and taking impressions for a space maintainer on a typodont and writing a prescription for each of the common interceptive appliances ♦ Quickly and easily treating a trauma with bioceramic pulp restorations.

**Prosthodontics for GPs:** *As a former "drill and fill" dentist, Dr. Auster shares the pathway to effectively treating all the difficult cases thrown your way. Included in this fun and stimulating seminar:* Learning a systematic way to simplify and treat ANY case ♦ Multiple ways to phase treatment for any budget ♦ Using deprogrammers as a therapeutic AND diagnostic tool ♦ Appropriate uses for the many new indirect materials available today ♦ Choosing the correct cement for every restoration ♦ Which zirconia should I use for each situation?

TUITION	6 COURSE SERIES	EACH INDIVIDUAL COURSE
More than 14 days before an event	Dentist: \$549, Staff: \$399 Add Hands-on course for \$299	Lecture Dentist: \$195, Staff: \$155 \$399 for the Hands-on course
Less than 14 days before an event	Dentist: \$569, Staff: \$419 Add Hands-on course for \$319	Lecture Dentist: \$215, Staff: \$175 \$419 for the Hands-on course

Fees include continental breakfast, CE credits and free hotel parking. Registration is at 7:30am, the courses are 8am-3:30pm. It is an extra \$20 fee for all on-site and walk-in registrations.

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Cancellation Policy:** Series registration is non-refundable. For individual courses, with written cancellation at least 14 days prior to a seminar, a refund will be issued less a \$50 cancellation fee. No refund or credit less than 14 days from an event.

Additional registrants \_\_\_\_\_ Course Dates: \_\_\_\_\_ Total Amount \_\_\_\_\_

**Register online at [www.xcelseminars.com](http://www.xcelseminars.com)**

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