

## INTERACTIVE LUNCH & LEARN SESSIONS CLINICAL & PRACTICE MANAGEMENT | FRIDAY, SEPTEMBER 18

Choose from clinical or practice management presentations for an interactive CE lunch with colleagues.  
(Select your choice of 1 Lunch & Learn session during registration; first-come, first-served basis.)

### Upcoming COVID-19 Challenges for General Dentists Subject Code 770



**Wayne Radwanski**  
DDS, FAGD

At the state level, this course will discuss the current TSBDE COVID-19 Emergency Ruling, Clinical Exam of dental applicants, and the upcoming 2021 Texas Legislation session and its possible effect on general dentists.

At the national level, we will discuss the alarming approval of Mid-Level dental providers throughout the country, push of dental literacy nationwide, and the student debt issues many dentists are facing.

### Access, Educate, & Treat a Novel Protocol for Caries Prevention Subject Code 250



**Melissa Scott**  
RDH, BSDH

This course allows the clinician to implement a systematic approach in caries prevention by helping identify and categorize patient risk levels utilizing a caries risk assessment survey. It helps identify dietary and behavioral patterns of your patient that place them at the greatest risk for caries. We will discuss the most effective mechanical and chemical adjuncts for their individual home therapies as well as differentiate among the latest products that prove greatest benefit to the high risk patient – silver diamine, fluoride varnish, dental sealant technology and home-applied gels.

### Dental Board, PPP Loan Forgiveness, Rehiring Staff, Sick Leave Updates Subject Code 550



**Jeanine Lehman**  
Attorney at Law

The Texas State Board of Dental Examiners has been hard at work, holding at least seven Board meetings since March 1st, with the latest one scheduled for September 11th. Highlights of the Board actions will be covered. The CARES Act Payroll Protection Program was amended in early June to significantly improve the loan forgiveness provisions of that Program. The loan forgiveness changes will be delineated. The issue of how to rehire staff will be addressed. Finally, the June 5th action of the Texas Supreme Court on the City of Austin appeal of the Austin sick leave ordinance lawsuit will be discussed, as well as the federal COVID-19 paid sick leave law. Q & A will be included.

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Steve Vasas  
All Pro Capitol, LLC

### Intrigues in Real Estate | Subject Code 550

Learn how to determine value in real estate assets (multi-family residential, self-storage, car washes, etc.) We will look at several valuation strategies to identify attractive real estate investments as well as what to look for and what to avoid.

Marcus McCoy  
Go Viral Marketing

### Digital Marketing for Dentists | Subject Code 550

Learn the essential digital marketing elements necessary to increase the number of new patients you get each month on a consistent basis. All elements shared in this presentation are directly from successful dentists. Discover different marketing techniques that can be implemented into your practice today.

Jason Luse  
Moss, Luse, &  
Womble, LLC

### Financial Health: Is Your Diet Working? | Subject Code 550

Learn what actually leads to long-term financial success. People spend countless hours and significant dollars searching for quick ways to lose weight and look great. They always find out the only real way to get that beach bod is to put in the work. Why would financial fitness be any different?

Brandon Parkhurst, CPA,  
CFP, CVA, CGMA  
Parkhurst Consulting  
CPA, PA

### Financial Lessons from COVID-19 | Subject Code 550

Examine the many financial and management areas that caught practice owners off guard during COVID-19 pandemic and discuss the 7 metrics that dentists need to take this opportunity to master so they can come out stronger than they were before.

Martin Kearns  
Lighthouse 360

### Create Your Virtual Waiting Room | Subject Code 550

Due to COVID-19, many of your patients may have concerns about returning to your practice, and so may your staff. Following the right steps enables you to give everyone who visits your office the peace of mind they deserve. Find out how the Virtual Waiting Room can help your practice:

- Establish new procedures for patient flow and operations
- Communicate new policies and expectations to patients
- Minimize risk of exposure from in-person interactions
- Reach 100% of your patient base via email, text, phone and mail