

# EARLY ORAL CANCER DETECTION: RISKS AND REWARDS

Please select a date and location:  RALEIGH - September 17  NORFOLK - September 30  RICHMOND - October 1

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## Total Registration Fee:

	Early*	Regular
Single Registrant	\$199	\$219
2 to 4**	\$189 ea.	\$209 ea.
5 or more**	\$179 ea.	\$199 ea.

\*Registrations received 10 days prior to seminar date.  
 \*\*Price per person when registering at the same time.

I am registering and would like to order an audio set for \$59 plus S&H \$8US/\$30CAN:  audiotapes  CDs

**Early Oral Cancer Detection: Risks and Rewards #3676**

Audio/manual package: \$199 plus S&H \$8US/\$30CAN  
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One hour of hands-on practice included

# Early Oral Cancer Detection: Risks and Rewards

- ◆ Clarify that you are performing an effective early extra/intra-oral cancer examination
- ◆ Learn about the newest tools necessary to enhance the basic cancer screening examination: how and why they work HANDS-ON!
- ◆ Discover and understand the new cancer risk factors that impact who and how you do your cancer screening examination
- ◆ Maximize effective communication skills for the dentist/entire dental team to assist with the screening process
- ◆ Understand and develop systems that eliminate malpractice risk and insurance fraud risks from your practice related to cancer screening



**Raleigh, NC - September 17**

**Norfolk, VA - September 30**

**Richmond, VA - October 1**

Continuing education available for Dentists through the Academy of General Dentistry and Dental Assistants through the Dental Assisting National Board.

One hour of hands-on practice included

# Early Oral Cancer Detection: *Risks and Rewards*

## Save a Life...Detect Oral Cancer Early!

Oral cancer kills one person in the United States every hour of every single day! This is a shocking statistic. Even more shocking is the fact that the incidence of oral cancer is growing and the five-year, 50 percent mortality rate has not changed in over 30 years. Because of this alarming data, health experts recommend that ALL adults beyond the age of 18 receive annual oral cancer screenings. Are we seeing everything that we should by merely doing traditional oral examinations? How effective are dental professionals in their screening procedures? How can we do a more thorough examination while increasing productivity and growing our practices?

Attend this one-day seminar and learn how to incorporate oral screening into your practice in a practical and efficient manner. Attendees will learn how to effectively screen for oral cancer, increase your clinical competency and communicate your findings compassionately to patients. New technologies available for performing more effective oral cancer screenings and biopsy procedures will be examined, along with helpful time management tips to utilize when performing oral screenings. This seminar outlines the role each dental professional plays in the development of efficient oral cancer screening within any practice. Become a part of the growing group of health care professionals committed to saving the lives of patients entrusted to their care. It feels great to save a tooth—it feels even better to save a life!

## Course Director

**JONATHAN A. BREGMAN, DMD, FAGD**, is a clinician, speaker, consultant and author who has led successful dental practices for more than 30 years. In addition, Dr. Bregman has held an adjunct faculty position at the University of North Carolina Dental School at Chapel Hill for 18 years and is a clinical attending at the UNC Memorial Hospital Dental Clinic caring for patients and training in early oral cancer detection. Dr. Bregman is a Fellow of the Academy of General Dentistry and has laser certification from the World Clinical Laser Institute. He is a member of several professional organizations, including the American Dental Association, the Academy of General Dentistry, the North Carolina Dental Society, Academy of Dental Management Consultants, LD Pankey Alumni Association, the Speaking Consulting Network, the Carolinas Speakers Association and the National Speakers Association.

Dr. Bregman presents and publishes worldwide on topics including maximizing investments in dental technology, early oral cancer detection, growing a dental practice "from the inside," practice transitions and team building. His articles have been published in such journals as *Dental Economics*, *Dentistry IQ*, *Access* magazine, *Dental Practice Report*, *Dentalcompare* and *Modern Dental Hygiene*. He has presented seminars both nationally and internationally, including Australia and New Zealand. To learn more about Dr. Bregman, please visit his website: [www.bregmanconsulting.com](http://www.bregmanconsulting.com).

*"Dr. Jonathan Bregman's seminars are full of valuable information. He teaches with passion and integrity. Anyone attending his course is sure to come away with valuable tools, increased knowledge and a renewed passion for dentistry!"*

Lois Banta, Banta Consulting Group, Grain Valley, MO

*"Dr. Jonathan Bregman is one of the most dynamic and passionate speakers in the dental profession today. His presentation to the doctors in our practice is still the most talked about CE course we've ever had and is still talked about whenever we get together. It is the presentation all others are compared to again and again."*

David M. Reznik, DDS, East Point, GA



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## Who Should Attend

- ◆ Dentists
- ◆ Dental Hygienists
- ◆ Dental Assistants

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## COURSE CONTENT

### WHY WE SHOULD CARE: ORAL CANCER STATISTICS

- ◆ Understanding the statistics
- ◆ Grasping the scope and seriousness of the problem
- ◆ Helping the dentist and team recognize their central role in early detection

### ORAL CANCER RISK FACTORS: COMMON AND UNCOMMON

- ◆ Smoking, excessive alcohol consumption, family history
- ◆ HPV: the growing menace

### FRAMING THE MESSAGE: CANCER SCREENING IS A NECESSITY

- ◆ Linking cancer screening to your overall message of oral health, prevention and comprehensive care
- ◆ Developing essential communication skills/tools
- ◆ Moving the patient to "YES": Creating a consistent message
- ◆ Understanding and managing resistance (unconscious avoidance): yours and theirs

### THE THOROUGH, EFFECTIVE CLINICAL EXAMINATION FOR ORAL CANCER: A MUST!

- ◆ Examining visually: your eyes only
- ◆ Examining with palpation: your hands only

### ADVANTAGES OF LUMINESCENT TECHNOLOGIES NOW AVAILABLE FOR EARLY ORAL CANCER DETECTION: WHAT, WHY, WHEN

- ◆ Vizilite® Plus
- ◆ Orascoptic DK™ and MicroLux™/DL
- ◆ VELscope® Vantage Oral Cancer Screening System
- ◆ Identafi 3000
- ◆ The Brush Test: Oral CDx and liquid based cytology

### METHODS AVAILABLE TO PERFORM BIOPSY PROCEDURES

- ◆ Scalpel blade
- ◆ Dental laser

### OPTIONS FOR HANDLING POSITIVE FINDINGS

- ◆ Developing critical communication skills: four steps
- ◆ Creating a network of caring professionals: How and when to refer

### INTEGRATING ORAL CANCER SCREENING/DETECTION INTO YOUR PRACTICE

- ◆ Time management
- ◆ Profitability
- ◆ Practice differentiation and growth
- ◆ Malpractice factors

## Dates & Locations

### RALEIGH - September 17, 2010

Wyndham Hotel RTP-RDU Airport  
4620 S. Miami Blvd., Durham, NC 27703 919-941-6066

### NORFOLK - September 30, 2010

Crowne Plaza Norfolk  
700 Monticello Ave., Norfolk, VA 23510 757-627-5555

### RICHMOND - October 1, 2010

Hilton Garden Inn Richmond Downtown  
501 E. Broad St., Richmond, VA 23219 804-344-4300

## Course Hours

Registration begins at 7:30 a.m. The seminar **begins at 8:00 a.m.** and **concludes at 3:30 p.m.** Coffee/hot tea provided in a.m. One-hour break for lunch on your own. For late arrivals or early departures, please see amended certificate information under Continuing Education Credit.

## What You Will Learn

- ◆ Identify known oral cancer risk factors and why oral cancer is growing among both young and older patients
- ◆ Develop effective communication skills surrounding oral cancer
- ◆ Outline methods to establish protocols for comprehensive clinical examination and record keeping to ensure nothing is missed
- ◆ Recognize the benefits of both reflectance and fluorescence technology and when to utilize them
- ◆ Experience the newest adjunctive screening technologies through hands-on opportunity
- ◆ Outline the four essential steps for communicating positive findings to your patients after a screening
- ◆ Determine what the next clinical steps should be for your patient once a suspicious lesion is found
- ◆ Identify how oral cancer screening helps your patients and builds your practice

## Audio Products

Audio products include a comprehensive CD recording (audiotape available on request) and companion course manual. If you are registered to attend this seminar, you may order a set of tapes/CDs at a reduced fee. Pricing can be found on the registration form, along with shipping and handling. All pricing given in US currency; please call for international rates. You can order online at our website, by faxing or mailing the registration form on this brochure or by calling 800-397-0180 or 615-331-4422. All material is under copyright; any duplication is unauthorized without written consent from Cross Country Education. Supply may be limited; call for availability. Please allow 4 to 6 weeks for delivery.

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## Confirmations & Cancellations

Confirmations of registration are sent via email within three days of receipt in our office. Add customerservice@crosscountryeducation.com to your email address book to ensure delivery. **If you have not received a confirmation, you may call our office at 800-397-0180 or 615-331-4422 to verify registration.** Cancellations received at least five working days before the seminar are refundable less a \$20 administrative charge per registrant. There is no refund for cancellations received later; however, a credit will be issued toward a future seminar or product order. Please note that if you register and do not attend, you are still liable for full payment. Substitutions may be made at any time. The expense of continuing education, when taken to maintain and improve professional skills, may be tax deductible. Please contact your accountant for complete details.

**Disclaimer:** Any opinions, findings, recommendations or conclusions expressed by the author(s) or speaker(s) do not necessarily reflect the views of Cross Country Education. Cross Country Education reserves the right to substitute a qualified instructor due to unforeseen circumstances.

Registrants will not receive a certificate until payment has been received and course has been successfully completed. If payment is not received ten (10) days prior to the seminar, the certificate may not be present at the seminar. If your payment is returned marked NSF it will be represented electronically and a processing fee will be charged as allowed by law.

## Continuing Education Credit



**Dentists:** Cross Country Education is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/19/2007 to 9/30/2011. It is offered for 6 credit hours. This provider is authorized to confer 6 units of California continuing education credit.

**Dental Assistants:** This program has been submitted for 6 hours of continuing education credit to the Dental Assisting National Board, Inc. "DANB Approval" indicates that a continuing education course appears to meet certain specifications as described in the DANB Recertification Guidelines. DANB does not, however, endorse or recommend any particular continuing education course and is not responsible for the quality of any course content.

**Hygienists:** Cross Country Education is designated as a nationally approved sponsor by the Academy of General Dentistry, which is recognized by many state dental or hygienist boards. Please check your state rules and regulations to determine if this course meets your state criteria.

**Other professions:** This seminar qualifies for 6 continuing education hours as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific filing requirements.

**All professionals:** In order to process continuing education, please bring the appropriate license/certification number to the seminar.

**Amended certificates:** Please note that the credit hours listed above are offered by Cross Country Education and/or boards/associations for a full day's attendance. In the event of late arrival and/or early departure, amended certificates indicating the actual number of credit hours earned will be provided upon calling Cross Country Education.

**ADA:** If you require ADA accommodations, please contact Cross Country Education at least two weeks before the seminar date so that arrangements can be made.

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*"We really enjoyed the presentation given by Dr. Bregman. We have attended many seminars on his topic and felt this was by far the best we have ever heard."*

Richard Wittenauer, DDS and Lisa Wittenauer, DDS  
Newport Beach, CA

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