

2018 Combined Annual Meeting

*April 19-22, 2018
Carmel Valley Ranch
Carmel, California*



Midwestern
OMS
CHAPTER



Dear Colleagues:

The 2018 Combined Annual Meeting of the Southwest Society of OMS, the Midwestern OMS Chapter and the Texas Society of OMS, in joint providership with the AAOMS, will be held April 19-22, at the beautiful Carmel Valley Ranch in Carmel, California.

We are excited to welcome you and your guests to this fabled oceanside city known around the world for its outstanding restaurants and shops, world-class golf courses, stunning beaches and picturesque views of the Pacific Ocean. This year's annual meeting offers an unbeatable combination of educational programs, social and networking opportunities, and our popular exhibit hall.

Here are just a few of the highlights awaiting you in Carmel this April:

- Up to 13 hours of continuing dental (ADA-CERP) and medical (ACCME) education credits.
- The Keynote Lecture delivered by renowned prosthodontist Curtis E. Jansen, DDS, will demonstrate how digital dentistry can help us create better surgical restorative relationships.
- The Byrd-Tilson-Walker Residents Day program will again showcase some of our most talented residents and the research they are conducting at our residency programs.
- Continuing education programs addressing our most pressing issues, including anesthesia and the opioid crisis facing our country.
- The wide-ranging Exhibit Hall, which offers attendees ample, uninterrupted time to learn about the products and services busy OMS practices use every day.

In addition, you will find some very exciting events, including Friday evening's Welcome Reception and Saturday's President's Event.

Please take a moment to review the information in this brochure and register for the 2018 Combined Annual Meeting today.

On behalf of the SWSOMS, the TSOMS and the Midwestern OMS Society, I encourage you to begin planning for this exciting weekend and to secure your hotel reservations at the Carmel Valley Ranch.

Sincerely,

James Clay Fuselier, DDS, MCD
President, SWSOMS

2018 Combined Annual Meeting Program

Thursday, April 19, 2018

8:00 – 9:30 am	SWSOMS Board of Directors Meeting
9:30 – 10:30 am	TOMSPAC Board of Directors Meeting
10:30 am – Noon	TSOMS Board of Directors Meeting
1:00 – 4:00 pm	Exhibit Hall Set-up
1:30 – 5:00 pm	GOLF TOURNAMENT (<i>Shotgun Start at 1:30 pm</i>)
5:30 – 9:30 pm	WELCOME RECEPTION

Friday, April 20, 2018

7:00 am – Noon	Exhibit Hall Open
7:00 – 8:00 am	Continental Breakfast in Exhibit Hall
8:00 am – Noon	Byrd-Tilson-Walker Residents Day Presentation (4 hrs. CME/CDE)
10:45 am – 4:00 pm	COMPANION PROGRAM: Wine Tasting Tour and Luncheon
Noon – 1:30 pm	Meeting Participant Luncheon Kerry Straine, CEO, Straine Consulting
2:30 – 2:45 pm	Break in Exhibit Hall
2:00 – 5:00 pm	Anesthesia Death: Lessons from the Courtroom to Save Your Practice and Your License (3 hrs. CDE) Arthur W. Curley, Esq, JD, Bradley, Curley, Barrabee & Kowalski, PC
6:00 pm	EVENING RECEPTION

Saturday, April 21, 2018

6:45 – 8:00 am	Continental Breakfast in Exhibit Hall
6:45 am – noon	Exhibit Hall Open
8:00 – Noon	<i>Keynote: Creating Better Surgical Restorative Relationships</i> (4 hrs. CME/CDE) Curtis E. Jansen, DDS, prosthodontist, Monterrey, CA
12:30 – 2:00 pm	Practice Management Program (optional) Paul Saueressig, VP Business Development, Five Lakes Professional Services
2:00 – 4:00 pm	Opioid Abuse Update (2 hrs. CME/CDE) Michael L. Ellis, DDS, Clinical Associate Professor, TAMSHC-Dallas
3:00 – 3:15 pm	Break in Exhibit Hall
4:00 pm – 5:00 pm	SWSOMS Membership Meeting
5:00 – 5:30 pm	TSOMS Membership Meeting
7:00 - 10:00 pm	PRESIDENT'S EVENT





13 hours CDE/CME Credit Through Joint Providership with the AAOMS



This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP)

through the joint efforts between the American Association of Oral and Maxillofacial Surgeons and the Southwest Society of Oral and Maxillofacial Surgeons, Texas Society of Oral and Maxillofacial Surgeons and the Midwestern Chapter of Oral and Maxillofacial Surgeons.

The American Association of Oral and Maxillofacial Surgeons is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

American Association of Oral and Maxillofacial Surgeons designates this activity for 13 continuing education credits. AGD-Accepted Program Provider

FAGD/MAGD

5/1/14-6/30/18

Provider ID# 214680



This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the American Association of Oral and Maxillofacial Surgeons and the

Southwest Society of Oral and Maxillofacial Surgeons, Texas Society of Oral and Maxillofacial Surgeons and the Midwestern Chapter of Oral and Maxillofacial Surgeons.

The American Association of Oral and Maxillofacial Surgeons is accredited by the ACCME to provide continuing medical education for physicians.

The American Association of Oral and Maxillofacial Surgeons designates this live activity for a maximum of 13 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Education Programs

Friday, April 20, 2018

8:00 am - Noon

Byrd-Tilson-Walker Residents Day Presentations (4 hrs. CDE/CME)

Outstanding young oral and maxillofacial surgery residents from the Southwestern and Midwestern regions will present scientific and clinical research initiatives ongoing at their respective institutions of study.

Learning Objectives:

Upon completion of this activity, the learner will be able to:

1. Discuss a broad overview of the extensive clinical scope of oral and maxillofacial surgery residency training programs.
2. Inform oral and maxillofacial surgeons in private practice about current advances in treatment modalities, new treatment techniques and procedures, and innovative technological applications that improve patient outcomes.
3. Encourage future oral and maxillofacial surgeons to remain involved in clinical research throughout their careers and to support the expertise and evolution of the specialty.

2:00 - 5:00 pm

Anesthesia Death: Lessons from the Courtroom to Save Your Practice and Your License (3 hrs. CDE/CME)

Arthur W. Curley, Esq., Bradley, Curley, Barrabee & Kowalski, PC, San Francisco, CA

Modern media has created the public and regulatory perception that any ambulatory anesthesia death is the result of negligence of the operator, record errors and failure of protocols. Based on actual cases, this course will provide specific legal, clinical and training tools to protect and defend a practice.

Learning Objectives:

Upon completion of this activity, the learner will be able to:

1. List four (4) errors in patient selection that can lead to anesthetic complications.
2. Describe six (6) components of a well-structured in situ simulation training program.
3. Discuss six (6) errors made during resuscitation attempts that are most likely to lead to poor outcomes.

Saturday, April 21, 2018

8:00 am - Noon

KEYNOTE LECTURE:

Creating Better Surgical Restorative Relationships (4 Hrs. CDE/CME)

Curtis E. Jansen, DDS, Monterey, CA

The Keynote Lecture will discuss Intra-Oral Scanning (IOS) procedures that enable oral and maxillofacial surgeons to digitally capture in real time images of teeth, tooth preparations incorporated with dentate and/or edentulous mouths. Images may be scanned at 10 plus times magnification on a flat screen monitor to help create virtual restorations, guides and or treatment plans, and then transferred to an in-office mill, or a restorative, surgical or laboratory partner.

Learning Objectives:

Upon completion of this activity, the learner will be able to:

1. Understand the potential advantages of making digital impressions at the implant surgical release instead of a referral making conventional impressions at a separate appointment.
2. Examine the use of multiple digital workflows, which all begin with IOS to increase efficiency with surgical restorative procedures.
3. Recognize the potential of combining IOS and CBCT technology to treatment plan, as well as place and restore dental implant restorations.

2:00 - 4:00 pm

Opioid Abuse Update (2 hrs CDE/CME)

Michael L. Ellis, DDS, Clinical Associate Professor, Oral and Maxillofacial Surgery, TAMHSC-Dallas

According to the US Department of Health and Human Services, opioid abuse is a serious public health issue that accounts for most of the past-year's use of commonly abused drugs among teenagers and young adults. Many of these individuals were introduced to opioids following third molar surgery. Today, oral and maxillofacial surgeons are in the forefront of dental and medical providers who are reevaluating their prescribing practices and working to prevent potential opioid addiction among their patients.

Learning Objectives:

Upon completion of this activity, the learner will be able to:

1. Examine the scope of the current opioid abuse crisis in the United States.
2. Identify the various factors contributing to opioid addiction among all population sectors, including the prescribing practices of OMSs and other healthcare providers.
3. Understand the relationship between opioid addiction and teenagers and young adults.
4. Understand federal requirements for prescribing and monitoring patient use of opioids and regulations/penalties addressing abuse.
5. Implement necessary scheduled drug product safeguards and opioid documentation requirements in the oral and maxillofacial surgery practice.
6. Identify alternative analgesics, drug therapies and other pain management techniques that may be employed instead of opioids.
7. Learn how oral and maxillofacial surgeons may educate patients about the dangers of opioid use and abuse.

Featured Presenters



Arthur W. Curley, Esq. is a senior trial attorney in the California healthcare defense firm of Bradley, Curley, Barrabee & Kowalski, PC. After graduating from the University of California, Berkeley with honors in 1970, he obtained his JD in 1974 from the UC Hastings College of Law in San Francisco. He is currently an Assistant Professor of Dental Jurisprudence at the Arthur A. Dugoni School of Dentistry in San

Francisco and an Adjunct Faculty Professor at the University of California, San Francisco.

As a trial attorney, Mr. Curley has defended doctors for over 40 years and presented risk management courses throughout the United States and Canada. He is an associate of the American Board of Trial Advocates, and has published several articles on risk management and authored chapters in numerous textbooks on oral surgery, endodontics and periodontics.



Michael L. Ellis, DDS, is a Clinical Associate Professor of Oral and Maxillofacial Surgery at Texas A&M College of Dentistry in Dallas. A retired Colonel who served 26 years in the US Army and Army Reserve, Dr. Ellis is a dual-trained oral and maxillofacial surgeon and prosthodontist with extensive experience as both a private practitioner and an educator.

Dr. Ellis is board certified and a diplomate of the American Board of Oral and Maxillofacial Surgery and served ABOMS in roles of examiner for the oral qualifying examination and content expert for dental implants. He enjoys fellowship status in multiple international, national and loco-regional organizations.

Dr. Ellis served as program director in multiple advanced education programs in oral and maxillofacial surgery, including the Texas A&M College of Dentistry from 2008-2012, before joining a private practice in Maui. Dr. Ellis returned to Dallas in 2017 to be closer to his family, and to his alma mater where he enjoys teaching the next generation of oral and maxillofacial surgeons.



Curtis E. Jansen, DDS, graduated from the University of Southern California School of Dentistry in 1986, where he also received his certificate in Advanced Education in Prosthodontics in 1988. In 1989, he accepted a full time teaching position at USC in the Department of Restorative Dentistry and was named Director of Implant Dentistry.

In 1992, Dr. Jansen moved to Florida to practice and work with a dental research and design company. He was awarded a number of patents for implant restorative components currently being used by major manufacturers.

Dr. Jansen moved to Monterey, California in 1996, where he began his private prosthodontic practice and started an on-premises dental laboratory. Dr. Jansen has also been involved with corporate dentistry, owning a dental implant specialty practice.

After 31 years in practice, Dr. Jansen continues to lecture often on subjects emphasizing restorative/surgical relationships, esthetic, CAD/CAM, and implant dentistry to groups of specialists, dental associations and study clubs throughout the US, Asia, Australia, Europe, Africa and South America.



Kerry Straine, CEO and President, Straine Dental Consulting, is a Certified Professional Behavioral and Values Analyst, with more than 30 years of business and financial management experience. Mr. Straine, who holds a Bachelor of Science in Business Administration with a concentration in accounting, provides strategic planning, leadership and team development, policy and management system design, training, monitoring and coaching for dental professionals throughout the US and Canada.

He was named Best Practice Management Consultant in the nation in 2012.

Mr. Straine has contributed to the dental industry with such innovations as the Straine Practice Analysis™, a window into the day-to-day operations of a dental practice that illuminates the effectiveness or ineffectiveness of existing strategies and systems. As an administrative reformer, Kerry recognizes the significance of each dentist's unique clinical vision and standard of care, but says that "without a well-defined philosophy and sound management system, the business will fail to deliver on its owner's promise or stand the test of time."

Special Events

Golf Tournament **Thursday, April 19, 2018** **1:30 pm - 5:00 pm**

As the only Pete Dye designed course in Northern California, the 18-hole, par-70 Carmel Valley Ranch Golf Course has earned a reputation for its stunning views, friendly wildlife, tactical challenges and playability. Join your colleagues for a round of golf you will remember for a lifetime.



\$180 per person
(includes Green Fees, Cart, Tax & Gratuity)

\$75 Club Rental
\$25 Shoe Rental

President's Event

We invite you to an unforgettable evening of dinner and entertainment at the incomparable Carmel Valley Ranch. Sit back with friends and colleagues and enjoy an evening of fun and relaxation amid the Ranch's rolling hills and fertile valleys. Executive Chef Tim Wood employs an artisanal, heirloom approach to food that is evident in every dish he creates. Don't miss this special evening.

\$165 per person



Companion Program

Wine Tasting Tour and Luncheon

Friday, April 20, 2018

10:45 am - 4:00 pm

\$149 per person



Board the historic Wine Trolley for an unforgettable journey through the Carmel Valley's wine district.

Pinot Noirs, Chardonneys, Cabernets, Viogniers, reds and whites, sweet or dry, your guide will give you an insider's perspective into the family of well-known producers and lesser known gems that call this beautiful valley home.

We'll sample the best vintages from four local vineyards as we travel through the stunning vistas of the Carmel Valley.



Our tour includes lunch at Roux, Carmel Valley Village's newest restaurant, where we will enjoy Chef Roux's Prix Fixe menu complemented by Roux's famous Sangria. Relax, sit down and relish great food between winetastings.

Business Meetings

Thursday, April 19, 2018

- 8:00 – 9:30 am SWSOMS Board of Directors Meeting
9:30 – 10:30 am TOMSPAC Board of Directors Meeting
10:30 am – Noon TSOMS Board of Directors Meeting

Saturday, April 21, 2018

- 4:00 – 5:00 pm SWSOMS Membership Meeting
5:00 – 5:30 pm TSOMS Membership Meeting

Alumni Events

Friday, April 20, 2018

- 8:00 pm – 10:30 pm
Baylor OMS Alumni Association Dinner
Oklahoma OMS Alumni Dinner
UTHSC-SA OMS Alumni Association Dinner



Hotel Accommodations

The Perfect Setting for the Perfect Meeting



Located in the heart of California's Monterey Peninsula, the Carmel Valley Ranch is nestled in a forested 500-acre dreamscape, a short distance from the Pacific Ocean. Carmel and its surrounding areas provide a variety of one-of-a-kind experiences and mild temperatures that allow visitors to enjoy this magical place year-round.

Monterey's rich history, the saga of California's Mission Trail, historic Fisherman's Wharf and Cannery Row, 20 world-class golf courses, the world's best aquarium, hotels, a unique variety of shops and galleries, and a spectacular assortment of parks and natural areas combine to provide a truly unrivaled meeting destination.

The Carmel Valley Ranch offers guests a variety of activities, including an 18-hole Pete Dye designed golf course, an award winning spa, and farm-to-table dining in its world-class restaurants.



Carmel Valley Ranch Resort

**One Old Ranch Road
Carmel, California 93923**

For reservations call: 1-855-OUR-RANCH (1-855-687-7262)

SWSOMS Hotel Room Rates start at \$425/night, plus taxes and applicable fees, single/double occupancy. These special rates expire March 16, 2018.



Carmel Valley, California

The Carmel Valley averages over 300 days of sunshine annually. Average daytime temperatures in April range from the mid-60s to low 80's, while evening temperatures range from the low 50's to low 60's. Meeting attendees are encouraged to bring a light jacket or sweater and to dress in layers to accommodate the temperature variations.



Air Transportation

You have several airport options when planning your trip to the Carmel Valley:

Monterey Regional Airport is located about 15 miles from the Carmel Valley Ranch. The airport is served by several carriers, including American Airlines, United Airlines, Alaska Airlines and Allegiant. Direct flights are available from Las Vegas, Los Angeles, Phoenix, San Diego and San Francisco.

San Jose International Airport is located about 75 miles from Carmel. Most major airlines offer regular service to San Jose. If you rent a car, you will enjoy the drive to Carmel as Highway 1 winds through the famous 17-mile drive, Pebble Beach and Monterey.

Oakland International Airport and ***San Francisco International Airport*** are located about 100 miles from Carmel. San Francisco International offers multiple daily flights to Monterey Regional Airport.

Ground Transportation

Monterey Regional Airport is served by multiple taxi companies. Please note that all fares are subject to a \$3 airport surcharge. Rideshare companies Uber and Lyft are also available to airport travelers.

Car Rentals

If you arrive in San Jose or San Francisco, you are encouraged to consider a rental car from one of the companies located at the airport. While taxis and rideshare companies are available at the resort and the Monterey airport, you may wish to take some time to drive around the Monterey Peninsula and enjoy the amazing scenery, activities and venues it has to offer.

Most national car rental agencies are located at the Monterey airport, including Alamo, Avis, Budget, Enterprise, Hertz and National. Check with these companies for rates and availability.

Please note: There are no rental cars available at the Carmel Valley Ranch.

2018 Combined Annual Meeting

April 19-23, 2018

Registration Form

Registration includes all general CDE/CME sessions, continental breakfasts/breaks, entrance to Exhibit Hall, Thursday evening's Welcome Reception and Friday's Evening Reception. Meeting cancellation is 100% refundable prior to Tuesday, February 13, 2018, 50% refundable if cancelled between February 14 and March 19, 2018. No refund will be due for cancellations received after March 19, 2018. All meeting cancellations must be in writing and sent to the SWSOMS office by the designated due dates.

Standard Registration _____ \$1250.00

(Saturday evening President's Event not included in meeting registration)

SWSOMS Retired Social Registration _____ \$ 600.00

(Includes Receptions and Exhibit Hall Entrance, no CDE/CME sessions)

Presenting Resident Registration _____ \$ 0.00

(One ticket to President's Event included)

Non-Presenting Resident Registration _____ \$ 600.00

(Saturday evening President's Event not included in meeting registration)

Military/Active Duty Registration _____ \$ 450.00

(Saturday evening President's Event not included in meeting registration)

Additional Events Ticketed Separately:

Golf Tournament, April 19, 2018 (Green fee and cart fee)

Golf Fee _____ player(s) x \$180 \$ _____

Club Rental _____ player(s) x \$ 75 \$ _____

Shoe Rental _____ player(s) x \$ 25 \$ _____

Please circle preference: *Men's / Women's* *Right / Left handed*

BOMSAA Dinner, Friday, April 20, 2018 person(s) x \$150 \$ _____

UTHSC-SA Alumni Dinner, Friday, April 20, 2018 person(s) x \$150 \$ _____

OUTHSC/Oklahoma Society Alumni Dinner
Friday, April 20, 2018 _____ person(s) x \$150 \$ _____

Companion Program: Wine Tasting Tour & Luncheon person(s) x \$149 \$ _____

President's Event, Saturday, April 21, 2018 person(s) x \$165 \$ _____

(Saturday evening tickets sold separately)

TOTAL DUE: \$ _____

Contact Information

Name: _____

E-mail: _____

Fax: _____

Preferred Name for Badge _____

Guest Information

Name: _____

Preferred Name for Badge: _____

Payment Instructions

Make Checks Payable to SWSOMS

All Major Credit Cards Accepted (Please Circle)

Mastercard Visa Discover American Express

Card Number: _____

Expiration Date: _____ CVV Code _____

Billing Address, Zip: _____

Name on Card: _____

Signature: _____

Registration may be **Faxed:** 210-614-5234 (secure line)

- **OR** - **Mailed:** SWSOMS

4499 Medical Drive, Suite #190
San Antonio, TX 78229