



Incorporating Sleep Apnea into Your Practice

Date
 June 15, 2017
 OR
 June 16, 2017

This course is being held on two occasions and for your convenience, you can either attend the Thursday evening or Friday morning course.

Venue
 Durban Dental Laboratories
 40 Pippin Road, Suite 11
 Concord, ON

Course Fee
 AGD - \$69.00
 AGD Staff - \$39.00
 Non-AGD - \$99.00
 Non-AGD Staff - \$69.00

Schedule
 Thursday June 15:
 6:30pm - 9:30pm
 OR
 Friday June 16:
 9am - 12pm

RSVP
 Please contact Durban at
 416.410.1330 or
 toronto@durbanlabs.com
 to register.

This course will allow the general practitioner to survey the current landscape of medical and dental treatments for sleep apnea and decide how and if they want to evolve into this life saving arena. The overview will cover marketing, physician communication, basic treatment philosophies, appliance choices, medical billing and the financial and emotional impact on your practice and team. Sleep medicine has progressed in both the diagnosis and treatment protocol and outcome predictability. It is estimated that 25% of the population is at risk for this life-threatening condition and dentistry is at the front-lines. Mark will help you begin to chart a course into the various aspects of this treatment construct. This course is an overview to help you determine if you want to treat these patients. It is not a substitute for full training in sleep dentistry. Other more involved courses will be discussed and compared.

LEARNING OBJECTIVES

- Create a general understanding of the sleep related conditions and the role of the dental team.
- Understanding the two main physician interaction pathways.
- Develop a matrix for marketing sleep appliance therapy to current patients and prospects.
- Overview of the medical billing process and the financial and emotional impact on your practice.



Mark T. Murphy, DDS, FAGD

Mark is the Lead Faculty for Clinical Education at ProSomnus® Sleep Technologies, Principal of FunktionalTracker.com, serves on the Guest Faculty at the University of Detroit Mercy School of Dentistry and is a Regular Presenter on Business Development, Practice Management and Leadership at the Pankey Institute. He has served on the Boards of Directors of the Pankey Institute, National Association of Dental Laboratories, the Identallooy Council, the Foundation for Dental Laboratory Technology, St. Vincent DePaul's Dental Center and the Dental Advisor. He lectures internationally on Leadership, Practice Management, Communication, Case Acceptance, Planning, Occlusion, Sleep and TMD. He has a knack for presenting pertinent information in an entertaining manner.

3 CE Credits (Category 2)

AGD Subject Code 730

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.
 1/1/2014 to 12/31/2017 Provider ID# 219289

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of Ontario AGD and Durban Dental Laboratories.

The Ontario AGD is approved for awarding FAGD/MAGD credit

durban
 dental laboratories

