



Josh Koziobrocki

LLB, BA (Hons)

Advertising for Dentists: A Legal Primer

While advertising can help bring new patients to a dental clinic, it can also bring regulatory proceedings when done improperly. This lecture will review the policies of the Royal College of Dental Surgeons of Ontario (RCDSO), as well as recent case law to identify and define what kind of content is appropriate for a dentist's advertisements and public statements.

Learning Objectives:

- Review the RCDSO policies governing appropriate dentist advertisements and public statements
- Review recent case law updates on appropriateness in dental marketing and limits on free speech
- Learn about the importance of maintaining professional standards inside and outside the dental office

Course Code:	T-ES01FL
Time:	9:30 – 10:45 am
Type:	Lecture
Audience:	Dentist
RCDSO QA Program:	Category 3 (1 CE Credit)
Fee:	Free

Josh Koziobrocki is the principal lawyer and founder of Koziobrocki Law. He represents numerous dentists and has extensive experience dealing with regulatory issues.



Bahram Jam

PT, DScPT

TMJ Pain... Is It All "In The Head"?

The course with the patho-anatomical approach to "fixing" TMJ pain must be seriously questioned. In the past decade, there has been an exponential growth in pain research and the concept of central sensitization. Dentists must be able to recognize central sensitization, and if identified, rather than focusing on the traditional patho-anatomical approach, treatments must aim to desensitize the central nervous system in order to reduce the suffering and disability associated with chronic TMJ disorders.

Learning Objectives:

- To gain confidence in classifying nociceptive versus central sensitized pain (i.e., when pain is from an actual tissue damage, versus due to the central nervous system hypersensitivity)
- To review the risk factors associated with the development of chronic TMJ pain and disability, and potential central sensitization
- Discuss the most evidence-based approaches to the management of central sensitization to help individuals dealing with chronic TMJ disorders that have been unresponsive to traditional approaches

Course Code:	T-ES02FL
Time:	11:00 am – 12:15 pm
Type:	Lecture
Audience:	Dentist
RCDSO QA Program:	Category 2 (1 CE Credit)
Fee:	Free

Dr. Bahram Jam is an internationally recognized physiotherapist and is the founder and director of Advanced Physical Therapy Education Institute (APTEI). He has been a chief instructor for more than 1,000 post-graduate orthopaedic clinical courses.

EMERGING SPEAKER SHOWCASE



Avi Shelemay
DDS, MSc(Perio), FRCD(C)

Indications and Techniques for Hard- and Soft-Tissue Grafting for Dental Implants

Proper diagnosis is crucial for proving dental implant treatment and meeting patient expectations. This lecture will review a systematic approach to identifying soft- and hard-Tissue deficiencies in future implant sites, as well as recognize limitations prior to initiating treatment. Various cases will be used to illustrate different treatment approaches utilized.

Learning Objectives:

- Identify hard- and soft-tissue deficiencies in an edentulous site or sites
- Become familiar with various available treatment approaches and limitations
- Incorporate a systematic approach to diagnosing an edentulous site or sites

Course Code: T-ES03FL
Time: 2:00 – 3:15 pm
Type: Lecture
Audience: Dentist; Dental Hygienist
RCDSO QA Program: Category 2 (1 CE Credit)
Fee: Free

Dr. Avi Shelemay's practice is limited to periodontics and implant dentistry. He received his dental degree and MSc (perio) in 1996 and 2002, respectively, from the University of Toronto. He did his general practice residency MSH Toronto 1996-7. Dr. Shelemay is the co-founder of LITE (Live Implant Training and Education).



Hagen Benjamin Klieb
DMD, MSc, FRCDC

Oral Pathology: Pearls and Perils

Oral pathology is an intimidating topic. Mistakes and oversights have the potential for detrimental effects on the patient's well-being let alone medico-legal ramifications. Diagnosis and management of oral precancerous and cancerous lesions, however, is made challenging by the vast (and changing) literature, lack of oral pathology resources in the community and infrequency by which these lesions are encountered. It is no wonder that clinicians often feel out of their element when an oral lesion is encountered. This lecture will summarize the systematic approach to the diagnosis and management of oral lesions (emphasis on oral pre-cancer/cancer), including pearls and perils. Emphasis will be placed on examination (including diagnostic adjuvant), documentation, differential diagnosis and management.

Learning Objectives:

- Develop a better overall comfort level with oral lesions
- Better understanding of oral lesions commonly encountered and a stronger ability to formulate a differential diagnosis
- Understand management

Course Code: T-ES04FL
Time: 3:30 – 4:45 pm
Type: Lecture
Audience: Dentist; Dental Hygienist
RCDSO QA Program: Category 2 (1 CE Credit)
Fee: Free

Dr. Hagen Benjamin Klieb is a fellowship-qualified, certified specialist in oral pathology and medicine. He is active in research and graduate medical and dental education. He is a staff pathologist at Sunnybrook Health Sciences Centre and also a consultant at LifeLabs.