

Dawson Seminar

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Update

In 2005, make an appointment with the Dawson Center

With so much happening, it's time for another visit!

For more than 26 years, Dr. Peter E. Dawson has been a preeminent dental educator in North America, remaining steadfast in his philosophy that good, complete and esthetic dentistry begins with a thorough understanding of occlusion and the function of the masticatory system. Now, as Dr. Dawson and his well-reputed Dawson Center in St. Petersburg, Florida, embark on their 2005 seminar schedule, he and his team of master instructors will combine his time-honored messages with sound principles of advanced materials and techniques to provide dental professionals with a comprehensive, proven path toward clinical excellence and personal satisfaction.

Complementing the program changes to traditional Dawson Center courses are the implementation of a new "team" teaching concept that coordinates the talents of some of the brightest minds in dentistry and exciting, newly created materials designed to



Dawson Center founder Peter E. Dawson, DDS, instructs participants on occlusion and the function of the masticatory system.

help attendees learn more readily, as well as better manage and grow their practices. Additionally, new curriculum developments reflect a forward thinking approach to dentistry for the next 25 years and beyond.

"You hear so much about extreme makeovers these days, but it's what's behind the smile that counts," explains Dr. Dawson. "Our goal is for every dentist who commits to our courses to

Continued inside

Seeing the need...meeting the need

DeWitt C. Wilkerson, DMD

We have the privilege of spending hundreds of hours each year with dentists sincerely interested in improving patient care. Three-day hands on courses afford time for many meaningful discussions regarding the clinical challenges all dentists face.

Mastery in any field of endeavor is all about conquering the challenges. Two qualities that true "Masters" have

in common are the *learned skills* of **seeing the need** and **meeting the need**.

Seeing the Need

Our patients present with a variety of *signs* and *symptoms* of Masticatory System instabilities. Signs are typically unrecognized by the patient and minor symptoms are unreported as well.

It reminds us of the patient presenting to the physician for a physical "feeling fine," but are they?

Dentists often report to us that their patients "don't seem to have all those TMJ problems like yours do". Perhaps most patients don't present with painful intra-capsular disorders, but we need

Continued inside

Make an appointment with the Dawson Center *...continued from front*

feel the incredible satisfaction of knowing that he or she has the knowledge and understanding to predictably create functional and beautiful smiles. Our new curricula lead the way.”

Although the cornerstone of the Dawson Center educational philosophy remains the *Concept of Complete Dentistry Series*, new hands-on courses in functional occlusion, functional esthetics for veneer restorations, and functional esthetics for removable partial dentures have been added. Combined, these represent refreshing and timely educational programs based on scientifically-proven concepts that will keep dental professionals eager to further enhance their skills and expand their knowledge.

Meet the Team

Joining Peter E. Dawson, DDS, as principal instructors for the energized and newly charged education center are DeWitt C. Wilkerson, DMD, Glenn E. DuPont, DDS, John C. Cranham, DDS, Michael R. Sesemann, DDS, and Elizabeth Bakerman, DDS. Guest instructors include Henry A. Gremillion, DDS, James R. McKee, DDS, C. Jeff Scott, DDS, and Ronald C. Kobernick, DDS, M.Sc.D.

Together, this team will lead attendees of Dawson Center programs through enhanced versions of the Center’s popular Seminar One (“The 10 ‘Must Know’ Factors About Occlusion and the TMJ”), Seminar Two (“Functional Esthetics: Integrating Occlusal Knowledge with Contemporary Esthetics—Predictably!”), and Seminar Three (“Advanced Problem Solving”) lectures. In order to best apply what is learned, smaller hands-on, practical courses will also be conducted at the St. Petersburg facility—in addition to affiliated education centers nationwide—to provide a more well-rounded knowledge and skills development experience.



Peter E. Dawson, DDS (center), is joined by Dawson Center instructors Glenn E. DuPont, DDS (left), and John C. Cranham, DDS (right). ▲

Instructor DeWitt C. Wilkerson, DMD ►

Something for Everyone

The Dawson Center recognizes that there is a multitude of choices available to dental professionals when it comes to continuing education and professional skills development. The Center’s expanded and enhanced curricula responds to contemporary educational needs by addressing daily practice challenges in the scope of comprehensive dentistry.

Specialized courses can be selected that emphasize the individual professional or the entire dental team. In fact, special events, team training and other hands-on programs through The Dawson Center focus on gaining patient acceptance, total treatment planning for functional esthetic excellence, and solving everyday perio-restorative challenges, among others. Whatever your interest—from advanced restorative concepts and procedures to head and neck anatomy, or from advanced occlusal splint therapy to equilibration problems—the newly



enhanced lectures, hands-on programs, and training options at The Dawson Center are worth an appointment!

For More Information

For more information about The Dawson Center and its seminar schedules, contact Joan Forrest at 727-823-7047, or visit www.DawsonCenter.com.

Straight from the patient's mouth

Kathy Anderson, president of the Kathy Anderson Consulting Group

Differentiating your practice while determining exactly what is important to your patients is an ongoing focus for most practices.

In working with Masticatory Physicians over the past 10 years, each practice identifies the 5 most important aspects to their patients in their relationship with the practice. Inevitably, they come up with some good answers, but don't hit the mark. In an effort to coach them in differentiating themselves from traditional dentistry, we find many missing links in the process. Those missing pieces are the difference in the perception between what is important to patients and how the practice systems, communication, and team support this perception.

As we work with dentists and teams to identify their differentiating factors they find that what they are doing in setting themselves apart are important, they are not true differentiating factors from other traditional fee for service practices. They also come to realize that their efforts in building meaningful patient relationships, communicating the value of comprehensive care, and communicating the benefits of optimal oral health don't go to the depth that patients need in order to make the best decision for themselves. So who better to determine what patients need to make these decisions than the patients themselves.

In an effort to help Masticatory Physicians pursue and realize the practice they could have, I am offering a report compiled from a database of over 20,000 patients surveyed. These patients are unique in that they have been hand selected based on their desire for comprehensive quality care and for placing a high value on oral health.

They are the patients who refer the best patients and are a joy to see on your schedule. They keep their appointments, accept specialist referrals, accept comprehensive plans for optimal oral health, don't consider insurance as a determining factor for treatment acceptance, and are the type of patients most dentists of your skill and commitment want to build their practice with. The report identifies the top 5 needs that patients have consistently reported to be the most important factors in their relationship with you. This report will help your entire team focus on the areas in your practice that matter most to patients.

Internal and external marketing efforts can be refined with the demographic section of the report. This report identifies the common attributes of these quality driven patients. Learn the common professions, age, gender, education, and income brackets.

Review the checklist to inspect your efforts of caring for your patients. Learn some key actions that will support these 5 needs of your patients. The results of focusing your efforts on these 5 key patients needs will improve your comprehensive case acceptance, communicate better value of optimal oral health, and in turn, allow you to heighten the enjoyment of your practice.

The investment for the Patient Target Report is \$295.00. To receive a copy for your practice, call us at 813-258-8740 or e-mail us at kander3608@aol.com.

Kathy is the President of the Kathy Anderson Consulting Group in Tampa, Florida. Kathy's principle focus is hands-on, customized solutions. She teaches dentists how to achieve long-term results through the refinement of philosophies, beliefs, values, and vision to support the delivery of relational, quality, comprehensive care to their patients. With this clarity she serves as a coach to the practice helping identify and change the processes that differentiate Masticatory Physician practices from traditional dentistry.

Seeing the need...meeting the need ...continued from front

to redefine what we mean by “TMJ”. Here’s a suggestion... how about if we evaluate each patient for *signs or symptoms* of instability of the **Teeth, Muscles, or Joints**?

Immediately we discover a moderate percentage of patients with **Teeth** demonstrating wear, mobility, fractures, abfraction lesions, drifting out of position, unstable tooth contacts, noxious biting force, soreness, or temperature sensitivity, sweet sensitivity, etc. We further discover all too commonly **Muscles** that are sore to palpation, tired when chewing, periodic muscle tension headaches, hypertrophied muscles, etc. **Joints** show potential instability when examination reveals tenderness to palpation and function, noises such as clicking or grating, limited or altered range of jaw movement, positive tension or tenderness with orthopedic loading testing, etc. Mastery level dentists see these concerns and also *see the need* for stabilizing these typically *progressive signs and symptoms* of Masticatory System dysfunction.

Muscles, and Joints must work together not against each other. Elevator muscles fire to close the mouth and seat the joints as the depressor/positioner muscles release their contraction. This is why the ideal occlusion is one in which centric relation and maximum intercuspation coincide.

When posterior teeth bump in excursions from centric relation, elevator muscle activity is abnormally increased, posterior teeth are stressed and joints can be overloaded. This is why anterior guidance is a critical component of occlusion and Masticatory System stability.

The goal of all occlusion therapy is to establish equilibrium found in a peaceful neuromusculature. This can be established through the elimination of any noxious tooth contact throughout the full range of normal jaw function.

To correct signs and symptoms and establish long-term stability, we must *meet the need*. We must establish an idealized occlusion. *Occlusion is a subject that can be learned by every dentist.*

“*The most common cause of problems is disequilibrium within the system.*”

The ability to recognize signs and symptoms (see the need) is a learned skill.

Meeting the Need

Once problems are identified, it is critical to understand *cause and effect* relationships within the system. This is diagnosis.

Signs and symptoms occur primarily as *effects*. A worn tooth is typically created by a combination of malocclusion and neuromuscular incoordination. Predictable solutions are based on an appreciation of the *causes* of Masticatory System instability reflected in signs and symptoms.

The most common cause of problems is disequilibrium within the system. Teeth,

Dr. Wilkerson is the Director of Clinical Studies, Dawson Center, St. Petersburg, Florida. Dr. Peter Dawson and Dr. Wilkerson teach, “The 10 Must Know Factors about Occlusion and the TMJ” (3 day seminar). Dr. Wilkerson’s hands on courses include: “Functional Occlusion, Diagnosis and Treatment of Masticatory System Problems” (3 days); and “Advanced Occlusal Splint Therapy, Clinical Concepts and Applications” (2 days). To contact the Dawson Center: (727) 823-7047 or www.DawsonCenter.com

Featured Products

Determine the existence and frequency of bruxism with the **BiteStrip™** an accurate, low cost, single use home screening device.

Exclusively from Great Lakes



The BiteStrip™ is an invaluable diagnostic tool when treatment planning for your bruxing patient ...

who doesn't know he bruxes.

Many patients are unaware that bruxing is taking place. The BiteStrip study can serve as an educational tool to show the patient the presence and frequency of bruxism.

whose bruxing is caused by a malocclusion.

This type of bruxism may be treatable and could be resolved by correcting the malocclusion.

who requires a restorative procedure.

A restorative procedure will be more effective if bruxism is identified and the wear, fracture, or mobility caused by bruxism is taken into consideration.

with sleep apnea.

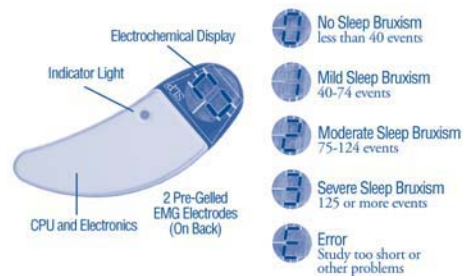
The forces generated from bruxing can cause significant damage to an appliance, especially during sleep.

with temporomandibular joint pain.

Pain associated with temporomandibular joint dysfunction can be caused by bruxism.

Simple to Use, Reliable Results

Your patient simply places the self-adhesive device directly over the masseter muscle before sleeping and performs 3-4 voluntary clenches to establish an individual baseline. A central processing unit records the number of clenching events based on a percentage of the baseline. Study results are ready in the morning.



Lucia Jig

The Lucia Jig will help obtain centric relation by de-programming muscles and allowing the condyles to seat in the most superior position. Kit contains 18 standard jigs (pictured bottom) and 6 Class II jigs (pictured top). A variety of material can be used to fit the Lucia Jig including acrylic, Futar D®, brown stick compound, or light cure material.



Whale Tails

Used in conjunction with the Lucia Jig, the Whale Tail helps level to the occlusal plane. 3/pkg.



Vector "Sensor-Touch" Programmable Waxer

The Vector "Sensor-Touch" electric waxer has five programs for ultimate precision and control. The "Sensor-Touch" program rapidly heats up and cools down with the touch of a finger. The other four programs are constant temperature settings. These settings can be preset to customized temperatures. Digital display operates in °F or °C. Designed for quick and easy changing of modeling tips. Compact and lightweight. Small PKT Tip included. 220V available.

For more information or to place an order, call 1-800-828-7626

Dawson Seminar *Schedule*

Unless indicated otherwise, all classes are held in St. Petersburg, FL.

Seminar One - The 10 "Must Know" Factors About Occlusion & the TMJ

Tuition: \$1,095 doctors & technicians
 FEBRUARY 10-12, 2005
 (TRADEWINDS RESORT, St. Pete Beach, FL)
 MAY 5-7, 2005
 (TRADEWINDS RESORT, St. Pete Beach, FL)
 OCTOBER 13-15, 2005
 (TRADEWINDS RESORT, St. Pete Beach, FL)

Seminar Two - Functional Esthetics – Integrating Occlusal Knowledge with Contemporary Esthetics

Tuition: \$1,250 doctors & technicians
 MARCH 10-12, 2005
 (RENAISSANCE VINOY RESORT, St. Petersburg, FL)
 NOVEMBER 3-5, 2005
 (RENAISSANCE VINOY RESORT, St. Petersburg, FL)

Seminar Three – Advanced Problem Solving

Tuition: \$2,000 doctors & technicians
 APRIL 4-6, 2005 **FULL**
 (PIPER EDUCATION & RESEARCH CENTER, St. Petersburg, FL)
 APRIL 14-16, 2005
 (PIPER EDUCATION & RESEARCH CENTER, St. Petersburg, FL)
 NOV 14-16, 2005 **FULL**
 (PIPER EDUCATION & RESEARCH CENTER, St. Petersburg, FL)
 DEC 1-3, 2005 **FULL**
 (PIPER EDUCATION & RESEARCH CENTER, St. Petersburg, FL)

Functional Occlusion One – Diagnosis and Treatment of Masticatory System Problems (formerly Application One) Tuition: \$3,000

JANUARY 24-26, 2005 **FULL**
 FEBRUARY 14-16, 2005 **FULL**
 MARCH 7-9, 2005 **FULL**
 APRIL 11-13, 2005 **FULL**
 APRIL 25-27, 2005
 MAY 9-11, 2005
 MAY 23-25, 2005
 JUNE 6-8, 2005
 AUGUST 22-24, 2005
 SEPTEMBER 12-14, 2005
 SEPTEMBER 26-28, 2005
 OCTOBER 3-5, 2005
 OCTOBER 17-19, 2005
 OCTOBER 31 – NOVEMBER 2, 2005
 DECEMBER 8-10, 2005

Functional Occlusion Two – Equilibration: Diagnosis and Treatment of Occlusal Problems (formerly Application Two) Tuition: \$3,100

FEBRUARY 2-4, 2005 **FULL**
 MARCH 14-16, 2005 **FULL**
 MARCH 30 – APRIL 1, 2005 **FULL**
 APRIL 18-20, 2005 **FULL**
 MAY 16-18, 2005 **FULL**
 JUNE 15-17, 2005
 SEPTEMBER 21-23, 2005
 OCTOBER 12-14, 2005
 NOVEMBER 7-9, 2005

Head and Neck Anatomy with Dissection

Tuition: \$2,950
 APRIL 21-23, 2005
 OCTOBER 6-8, 2005

Advanced Occlusal Splint Therapy – Clinical Concepts and Applications

Tuition: \$2,500
 MARCH 17-18, 2005 **FULL**
 SEPTEMBER 29-30, 2005

Functional Esthetics Excellence

Tuition: \$3,100
 MARCH 31 - APRIL 2, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)
 JUNE 9-11, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)
 OCTOBER 6-8, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)
 DECEMBER 1-3, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)

Functional Esthetics – Removable

Tuition: \$3,500
 OCTOBER 20-22, 2005

Treatment Planning Functional Esthetics

Tuition: \$3,000
 MAY 19-21, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)
 SEPTEMBER 22-24, 2005
 (Mid-Atlantic Center for Advanced Dental Study, Virginia Beach, VA)

Prep to Placement – Advanced Restorative Concepts and Procedures – Tuition: \$3,100

APRIL 7-9, 2005 **FULL**
 NOVEMBER 17-19, 2005 **FULL**
 DECEMBER 5-7, 2005

Solving Periodontal Dilemmas – Answers to everyday periodontal challenges

Tuition: \$2,500
 APRIL 28-30, 2005

Implementing Comprehensive Dentistry –

Tuition: \$3,500 for doctor and 3 staff / \$950 per additional doctor, \$475 per additional staff
 MAY 19-21, 2005 **FULL**
 SEPTEMBER 15-17, 2005

Retreat

Tuition: \$1,000 per couple, meal package \$425 per person
 OCTOBER 26-30, 2005 (LA FONDA RESORT, Santa Fe, NM)

For information about Dr. Dawson's seminars, to register for any of these courses, or if you would like to add someone to our mailing list, contact:

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