



The Comprehensive Introduction to Dental Sleep Medicine

November 1st & 2nd, 2013

Springhill Suites by Marriott Toronto/Vaughan
612 Applewood Crescent, Vaughan, ON L4H 0R2

\$559*

*ADIA, DISC and DTA members get a 15% discount

Presenters:

- Dr. J Brian Allman, DDS
- Patrick J. Strong, DD
- Penny M. Okolisan, BA., RPSGT, RST
- Don C. Bradley, B.Sc.



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About Dr. J Brian Allman, DDS



A native of California, Dr. J. Brian Allman is a 1982 graduate of Santa Clara University and a 1986 graduate of the UCLA School of Dentistry. Upon establishing his Reno, NV practice after graduation, Dr. Allman began developing his unique blend of dental care using state-of-the-art diagnostic equipment (for all facets of general dentistry), non-surgical TMJ diagnosis and therapy, and oral appliances for snoring and sleep apnea. In addition, Dr. Allman works very closely with many medical specialists in the area to create an effective team approach to comprehensive patient care.

Dr. Allman is an internationally-known expert and lecture on dental sleep medicine and TMJ-related disorders. His goal is to teach dentists throughout the world to work collaboratively with physicians to effectively treat patients and bring light to the insidious nature of these problems.

Dr. Allman is committed to advanced dental therapeutics and has demonstrated his knowledge and ability through testing and patient case review. Dr. Allman has been awarded a total of eight Fellowship and Diplomate Awards from the following organizations:

Diplomate:

American Academy of Pain Management, American Academy of Dental Sleep Medicine, Academy of Clinical Sleep Disorders Disciplines.

Fellow:

International Association for Orthodontics, Academy of General Dentistry, American Academy of Craniofacial Pain, American Academy of Functional Orthodontics, International College of Craniomandibular Orthopedics, American Society for Geriatric Dentistry.



About Patrick J. Strong, DD



Mr. Strong is highly respected as the foremost Denturist worldwide using custom dental appliances in the treatment of sleep-disordered breathing, Patrick J. Strong DD has been caring for people's denture needs for over three decades and has been helping sleep-deprived patients get restful sleep for over 15 years.

Mr. Strong is the developer of the world-renowned SUAD™ family of dental sleep appliances, which consists of The SUAD™ Device, The SUAD™ Elite, The SUAD™ Ultra Elite (SUE), The SUE 2G (Second Generation), and the Transitional SUAD™ Appliance (TSA), the Morning Repositioner and his latest introduction The SUAD™ B-H (Basic Herbst).

Mr. Strong is the Founder, President, and CEO of Strong Dental, a quality-oriented dental laboratory and is the owner of Strong Snoring & Sleep Apnea Treatment Centre where he practices dental sleep medicine. Mr. Strong has successfully treated over 2,500 local patients within the past seven years with his signature appliances and, along with the Strong Dental team, has additionally manufactured over 16,000 devices for patients throughout North America.

Mr. Strong is actively involved in the clinical research and testing of treatment options for sleep-disordered breathing. He and his company are proud sponsors of the American Academy of Dental Sleep Medicine and active members of the American Academy of Orofacial Pain and the Academy of Clinical Sleep Disorders Disciplines. Mr. Strong is also committed to developing new and innovative sleep solutions within the growing field of dental sleep medicine and beyond.

About Penny M. Okolisan BA., RPSGT, RST



Ms. Penny Okolisan, is the Clinical Sleep Specialist at Braebon Medical and has over 15 years of experience working in Sleep and Dental Sleep environs. Ms. Okolisan has assisted and validated numerous Type 1 sleep tests, performed numerous CPAP trials and has also Scored/validated over 4,500 Type 3 home sleep tests.

Her interest in Sleep began as a student of Respiratory therapy and after her Degree from the University of Western Ontario - Working as a Senior Sleep Technologist at both the London Health Science Centre Sleep Lab and the St. Thomas Elgin General Sleep Lab in the Ontario area for 10 years, her career developed into consulting in Sleep and Dental Sleep, then she became the Clinical Specialist at Braebon Medical for both Sleep and Dental Sleep Medicine for North America.

-About Don C. Bradley, B.Sc.

Founder & Chief Technology Officer



Don Bradley is co-founder and chief technology officer of Braebon. He has 30 years' experience in developing medical diagnostic devices, 22 years of this experience has been focused in the sleep disorders market. Mr. Bradley has worked with many of the top sleep researchers as he developed systems for diagnosing sleep disorders, sleep sensors, sleep therapy products and now compliance monitoring devices.

He has been instrumental in developing many of the key medical devices that have been used in the sleep disorders field. Mr. Bradley has over 11 patent applications, four granted patents, several technical publications and has been invited to talk on the technical aspects sleep diagnostics.

Are you interested in getting involved with the fastest growing specialty in medicine? Have patients asked you for help with snoring and sleep apnea problems or CPAP alternatives? Not sure how BEST to get started on your dental sleep medicine education journey?

Interested in becoming the Dental Sleep Physician that Physicians want and need to refer to? If you answered yes to any of the above questions, we have the perfect course for you!

The Comprehensive Introduction to Dental Sleep Medicine course is intended for dental professionals (Dentists, Denturists, Hygienists, Assistants) with an interest in treating, or those that are currently treating, snoring and obstructive sleep apnea patients through oral appliance therapy.

Attending this course will give you a significant advantage understanding how physicians think, how to treat Snoring/OSA patients competently and how to improve the quality of your patient's life through better sleep.

Don't miss this opportunity to learn from a comprehensive group of professionals, led by one of the foremost clinical experts in Dental Sleep Medicine.

Course Objectives:

After attending this course, you will be able to:

1. Understand the language of sleep medicine and communicate with your medical physicians, choose appliances, take bite registrations, manage models effectively, schedule, treat, and follow-up using Dr. Allman's 7 appointment protocol.
2. Invest wisely & understand what instrumentation you really need for dental sleep medicine
3. Identify snorers and OSA sufferers in your practice
4. Administer home sleep studies and analyze results
5. Market your sleep practice by investing wisely for maximum ROI.

The Comprehensive Introduction to Dental Sleep Medicine

Friday, November 1st, 2013 - 8:00 AM to 5:00 PM

- 7:30 AM – 8:00 AM
 • Registration • Continental Breakfast
 • Meet the Exhibitors
- 8:00 AM – 8:30 AM
 • Welcome and Introduction by Ettore Palmeri
 • Opening Remarks by Patrick J. Strong DD (President & CEO of Strong Dental)
- 8:30 AM – 10:30 AM Dr. J. Brian Allman DDS
 • Sleep Medicine for Dental Professionals
 • Language of Dental Sleep Medicine
 • Importance of Sleep and the Sleep Disorders
 • Snoring/OSA Patients – Step-by-Step Cases
 • Medical Model for Dental Sleep Physicians
- 10:30 AM – 10:45 AM
 • Break
- 10:45 AM – 12:00 PM Dr. J. Brian Allman DDS
 • What Appliance Do You Use?
 • Dental Devices Managing Deadly Diseases
 • Choose the Right Appliance FIRST
 • Essentials of Oral Appliance Therapy
- 12:00 PM – 1:00 PM
 • Lunch sponsored by Palmeri Publishing Inc.
- 1:00 PM – 1:30 PM Mr. Patrick J. Strong DD
 • Overview of Strong Dental
 • Discussion of SUAD™ Family of Appliances for Effective Treatment of Sleep-Disordered Breathing
- 1:30 PM – 2:30 PM Ms. Penny Okolisian, RPSGT, RST (BRAEBON)
 • Basics of Home Sleep Recoding Parameters
 • What, when, where, and how to of Home Sleep Testing for the Dental Professional
 • Testing Parameters, Sensors, Data Recognition, Sleep Guidelines
 • Download Sleep Data; Navigate HST Report Content; Interpret Results (AHI and RDI)
- 2:30 PM – 3:00 PM
 • Break
 Program Medibyte Take Home Units,
 Review Strong Dental OSA Appliances,
 Schedule 201A/B Hands-On Sleep Course
- 3:00 PM – 5:00 PM Dr. J. Brian Allman DDS
 • Dental Sleep Medicine Success Essentials
 • Understand the Medical Model
 • Instrumentation: What you need and what you don't
 • Dental Sleep Medicine Standard of Care: Imaging, Documentation, and Informed Consent
 • Portable Monitor Recommendations
- 5:00 PM
 • Adjourn

Saturday, November 2nd, 2013 - 8:00 AM to 5:00 PM

- 7:30 AM – 8:00 AM
 • Continental Breakfast • Meet the Exhibitors
- 8:00 AM – 10:00 AM Dr. J. Brian Allman DDS
 • Identifying YOUR PATIENTS Monday morning!
 • Snoring and OSA: Do you KNOW the difference?
 • Learn why OSA IS a deadly disease of anatomy
 • "Must Know" screening for DSM Success
 • Know the Difference: Signs and Symptoms
 • Treating BOTH with Confidence
- 10:00 AM – 10:30 AM
 • Break for Questions!
- 10:30 AM – 12:00 PM Ms. Penny Okolisian, RPSGT, RST (BRAEBON) and Dr. J. Brian Allman DDS
 • Reviewing YOUR sleep results
 • Downloading data and decision-making
 • Incorporating patient sleep studies in clinic
 • Why sleep monitors are an OSA MUST!
- 12:00 PM – 1:00 PM
 • Lunch sponsored by Palmeri Publishing Inc.
- 1:00 PM – 2:30 PM Mr. Don C. Bradley, B.Sc. (CTO of BRAEBON)
 • Treating Snoring and Sleep Apnea COLLABORATIVELY!
 • Multidisciplinary Teamwork Management
 • MD specialists you need, MDs needing YOU!
 • OSA Therapy Model- form CPAP to surgery
 • Over-the Counter Treatments: Some Work, Most Don't
 • Dr. Allman's 7 Appointment Protocol: Scheduling Efficiently & Effectively
- 2:30 PM – 3:00 PM Dr. J. Brian Allman DDS
 • Final BREAK, Final questions!
- 3:00 PM – 5:00 PM Mr. Patrick J. Strong DD and Dr. J. Brian Allman DDS
 • Marketing to New Patients
 • Developing YOUR Fee Schedule
 • Creating an MD-DDS Multidisciplinary Network
 • Learn Powerful Office Marketing Strategies
 • Insurance Coverage and Guidelines
 • Getting to Know your medical specialists for BEST REFERRALS
 • STOP SELLING: understanding the OSA patient
 • Key Points to Remember When Getting Started
- 5:00 PM
 • Closing Remarks delivered by Mr. Patrick Strong and Mr. Ettore Palmeri
 • Adjourn

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