



NEWS ADVISORY

Dentistry and Mass Disasters: A Dentist's Role as a First Responder During a Public Health Emergency

Dental convention examines mass disaster management

WHEN: Thursday, May 14, 2009 to Sunday, May 17, 2009

WHERE: Anaheim Convention Center (ACC)
800 W Katella Ave
Anaheim, CA 92802

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WHAT: Approximately 30,000 dental professionals are expected to attend *CDA Presents The Art and Science of Dentistry*, the biannual convention of the California Dental Association. Hundreds of courses are planned for the four days, providing dentists from across the U.S. the opportunity to learn the latest methods and techniques in oral health treatments. Approximately 600 exhibitors will also be on hand to demonstrate innovative products and services on the market. The industry's leading dental professionals and other internationally renowned speakers will also discuss public interest issues, such as:

Emergency Preparedness: The Role of Dental Professionals

The majority of the public probably wouldn't think of their dentist as being a first responder during a mass disaster or health emergency, such as a swine flu epidemic. However, as of January 1, 2009, the Dental Practice Act was modified to state that in a declared emergency, dentists who are part of their local emergency response teams and/or have received appropriate training can assist during an emergency, providing services for which they have been trained. This could potentially provide Californians an additional 30,000 health care providers in an emergency situation.

The lecture, led by Dr. Joyce Galligan, associate professor at the USC School of Dentistry and director of the Disaster Preparedness Task Force, will discuss how dentists can better prepare themselves to serve as first responders; review the skill set needed to be a triage officer; and how local, state and federal agencies may utilize dental professionals during a disaster.

Friday, May 15 from 9:30-11:30 a.m. in ACC, Room 204 D

Dentistry and Mass Disasters – CSI Anaheim

This course will discuss the evolution of mass disaster management from the perspective of forensic dentistry. Multiple mass disasters will be discussed including earthquakes, firestorms and terrorism. The role of dentists as first responders in a public health emergency will also be examined.

Sunday, May 17 from 8:30-12:30 p.m. in ACC, Ballroom C

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Newest High-Tech Products

This seminar will review the latest products needed for a high-tech practice, some of which would be beneficial in a health emergency. For example, dentists should evaluate their clinical documentation and consider using electronic health records so that they have the ability to transfer health records immediately from one office to another. Also, Lexi-com's online Physician Desk Reference is a great resource to check the latest updates on medication and diseases. Consumers can also learn what the latest technologies on the market are for various dental treatments to see if their dentist is on the cutting edge of technology.

Friday, May 15 from 8-11 a.m. and 1-4 p.m. in ACC, Room 304A/B

Creating Balance: At Work, Rest and Play

Former Ms. Fitness Universe, Kary Odiatu, and Dr. Uche Odiatu will provide an entertaining and enthusiastic lecture that will inspire dentists to reclaim their energy. Attendees will learn to recognize the warning signs and implications of being out of balance; discover the mind-body connection; understand the food-mood connection; and experience a chair-yoga routine. Patients will most likely enjoy spending time with a happy and healthy dentist and their dentist can also use this holistic approach to healthcare to further improve their patients' care and experience.

Friday, May 15 from 9:30-noon in ACC, Ballroom C

Legendary Service at the Ritz-Carlton

There is no question that the word "Ritz-Carlton" evokes images of perfectly polished marble and white gloves. Attendees of this course will learn the secrets of legendary service from internationally recognized presenter, Jeff Hargett, of the Ritz- Carlton Leadership Center. They will be able to take these skills to their practice and wow their patients.

Friday, May 15 from 10-noon in ACC, Room 204A

I'm No Good With Names...but I Never Forget a Face!

Memory expert Bob Gray, CSP, will teach dentists how to increase their ability to recall patients name by 300 to 400 percent. He will explain how to utilize the three major memory systems to attain peak performance in the workplace and how to improve networking skills and self-confidence through increased memory potential, all of which will improve patient satisfaction.

Saturday, May 16 from 9:30-noon and 1:30-4:00 p.m. in ACC, Ballroom E

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The California Dental Association is the non-profit organization representing organized dentistry in California. Founded in 1870, CDA supports its members in their practices and service to the public through innovation in education, advocacy and related programs. CDA also contributes to the oral health of Californians through various comprehensive programs and advocacy. CDA's membership consists of more than 24,000 dentists, making it the largest constituent of the American Dental Association. For more information, visit cda.org.