Creighton University Dental Continuing Education presents

Risk Management in Dentistry: Essential Information for a Successful Practice

Friday, Nov. 7, 2014
8:00 a.m. – 3:30 p.m.

Creighton University
School of Dentistry
2802 Webster Street
Omaha, Neb.

Featured Presenters
John Marshall, AAI, CIC, CRM
Torri Criger, J.D.
Kristi Denne, B.A., M.A.
Patrick J. Borchers, J.D.
Luke F. Matranga, DDS, M.S.
Juli-Ann Gasper, Ph.D.

DESIGNED FOR:
• All Dental Professionals
• Office Managers

SPONSORED BY:
Creighton University School of Dentistry
Continuing Dental Education
**Risk Management in Dentistry: Essential Information for a Successful Practice**

**Friday, Nov. 7, 2014**

7:30 a.m. • Registration and Continental Breakfast
8:00 a.m. – 3:30 p.m. • Lecture

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**Purpose and Objectives**

**Risk Management and Malpractice Overview**

John Marshall, AAI, CIC, CRM and Torri A. Crieger, J.D., SilverStone Group

**Purpose** — In today’s litigious society, managing risk is more important than ever before. This presentation will provide a general overview of risk management for dental professionals— including business insurance 101, dental malpractice insurance, and a discussion about risks and trends.

**Objective** — At the end of this lecture, all attendees should be able to:

- Understand what risks are insurable and not insurable;
- Benchmark insurance limits carried by dental professionals; and
- Identify the emerging risks effecting dental practices.

**Patient Billing & Coding: The Quest for Perfection**

Kristi Denne, B.A., M.A., Manager of Patient Services, Creighton University School of Dentistry

**Purpose** — This lecture is designed for office personnel on the fundamentals of coding rules, conventions and guidelines regarding prospective payment systems.

**Objective** — At the end of this lecture, all attendees should be able to:

- Identify components of an annual coding & fee review
- Build an internal audit team
- Maximize Reimbursements: increasing billing & coding compliance, errors and rejected insurance claims.

**Legal Principals**

Patrick J. Borchers, J.D., Director of The Werner Institute, Creighton University School of Law

**Purpose** — This lecture is designed as a foundation to familiarize yourself with the basic characteristics and functioning of the basic legal system.

**Objective** — At the end of this lecture, all attendees should be able to:

- Understand basics of the legal system
- Understand legal risk management basics

**So You Think You Won’t Be Sued?**

Luke F. Matranga, DDS, M.S., Associate Professor of General Dentistry, Creighton University School of Dentistry

**Purpose** — Dr. Matranga has reviewed and rendered an opinion on over 45 cases as an expert witness, both in support of the practicing dentist and the plaintiff. Dr. Matranga will discuss the four required elements which have to be met in order for negligence to be found in a malpractice law-suit, as well as other important guidelines.

**Objective** — At the end of this lecture, all attendees should be able to:

- Understand the concept of Standard of Care
- Effectively obtain informed consent from their patients
- Refer patients in an effective fashion
- Terminate select patients from their practice in an appropriate manner
- Minimize the potential for a law suit

**Dental Practice Financial Management Concepts**

Juli-Ann Gasper, Ph.D., Associate Professor of Finance, Creighton University Heider College of Business

**Purpose** — Effective management of a dental practice can assist you in attaining better insights of your clinic. Without sufficient financial planning, your dental practice may suffer a great deal.

**Objective** — At the end of this lecture, all attendees should be able to:

- Explain how cash flows in and out of the dental practice will affect the success of the practice
- Explain how the timing of cash flows in the dental practice can be influenced by the employees of the practice
- Explain how open-book financial management practices can improve the success of the dental practice

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**Schedule**

7:30 a.m. • Continental breakfast and final registration
8:00 a.m. • Risk Management and Malpractice Overview
9:30 a.m. • Patient Billing & Coding: The Quest for Perfection
10:30 a.m. • Break
10:45 a.m. • Legal Principals
1:00 p.m. • So You Don’t Want to be Sued?
2:30 p.m. • Dental Practice Financial Management Concepts
3:30 p.m. • Course Conclude

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**Accreditation Statement:** Creighton University is an approved CE provider by the states of Iowa, Kansas, Minnesota and South Dakota, and this course meets the requirements for credit in Nebraska. Creighton is an ADA CERP Recognized provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp. Creighton University School of Dentistry has applied for CE credit.

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REGISTRATION
Pre-registration and online registration is encouraged.
creighton.edu/dentalschool

Registration Fees
All Dental Professionals: .......................... $145

Handout Options
Please be advised that handout materials for each session will not be included in the registration fee and distributed as paper copies, but rather, made available online ahead of time. Participants can download and/or print the presentations prior to the conference, or follow along on their own laptop during the course. A link will be sent by email a week prior to the conference to download and print at your convenience.

Additional Information
Cancelation: Registration fees will be refunded with a 48-hour notice of cancellation prior to the course.

Emergency Phone: 402.280.5039. Messages will be passed to individuals.

Parking: Available in the Patient Parking lot, across from Creighton Alegent Hospital, 30th and Webster Streets.

Climate and dress: Casual dress is encouraged for the entire meeting. Temperature in meeting rooms can fluctuate. Layered clothing is suggested.

Special Needs: Creighton University Dental Continuing Education wishes to ensure that no individual with special needs is excluded, denied service, or segregated or otherwise treated differently from other individuals because of absence of auxiliary aids and services. If you are in need of auxiliary aids or services please contact Dental Continuing Education at 888.273.6576 or 402.280.5054

Mail-in Registration Form
Pre-registration and online registration is encouraged. To mail in your registration, please fill out the form completely, detach and mail to: Creighton University School of Dentistry, Dental Continuing Education, 2500 California Plaza, Omaha NE 68178.

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November 7, 2014
Please print.

First Name...................................... Last Name

Street Address

City.................................................. State.............................. Zip Code

( ) Phone Number................................. Email Address

Registration Fees

☐ All Dental Professionals ............. $145

Total Amount Due $ ________________________

For additional information or to register online please visit: creighton.edu/dentalschool

To register by phone, call 402.280.5054 or 888.273.6576.

Method of Payment

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Creighton University School of Dentistry
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2500 California Plaza
Omaha, NE 68178
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Please forward to a colleague if unable to attend