Speakers: Arnold Weisgold, DDS, FACD
Joseph R. Greenberg, DMD, FAGD

Format: Lecture
Date: Saturday, February 9, 2013
Time: 8:30AM Registration (Continental Breakfast)
9:00AM – 5:00PM Presentation (Lunch Included)
Tuition: $350
Credit: 7 Hours
Code: 020913JGAW
Audience: Dentist, Dental Specialist

Dr. Greenberg received his dental degree and post-doctoral dual specialty training in Periodontics and Fixed Prosthodontics / Periodontal Prosthesis from the University Of Pennsylvania School Of Dental Medicine, where he has taught for over 35 years and holds the rank of Clinical Professor of Periodontics. Dr. Greenberg has been appointed Clinical Professor of Restorative Dentistry at The Kornberg School of Dentistry at Temple University, where he is Course Director of Advanced Restorative Dentistry. He has served on editorial boards of professional and related health magazines, was a member of The Bryn Mawr Hospital Dental Staff, and has contributed over 20 original articles to dental literature. In addition he has served as team dentist to the Philadelphia 76ers and has maintained a private practice in suburban Philadelphia for over 30 years. Dr. Greenberg has consulted for major dental product manufacturers in research, development and marketing. He conceived and developed the Facial Plane Relator, as well as the Etched porcelain-fused-to-metal Resin Bonded Bridge. Dr. Greenberg holds Fellowships in the American Academy of Esthetic Dentistry, the Greater New York Academy of Prosthodontics, the College of Physicians and Surgeons of Philadelphia, and the Academy of General Dentistry. He has now given over 100 invited lectures to dentists and dental students all over the world and at his private Teaching Center.

Dr. Weisgold received his dental degree from Temple University School of Dentistry in 1961. In 1963, he matriculated at the University Of Pennsylvania Graduate School Of Medicine where he studied Periodontal Prosthesis, successfully receiving certificates in both Periodontics and Fixed Prosthodontics. In 1965, he was named the first Coordinator of Occlusion at Temple University where he developed a four year program in this discipline. He returned to the University of Pennsylvania in 1967 where he established the Department of Form and Function of the Masticatory System, the first of its kind in the world. In 1973, he became the Director of Postdoctoral Periodontal Prosthesis and served in this capacity until 2006.

DENTAL ESTHETICS: BOTH MACRO AND MICRO PERSPECTIVES

From 1984 until 1987 he was the Associate Dean for Clinical Sciences and was the first Director of the Implant Research Center (1990-1996). He is presently Adjunct Professor of Periodontics.

He is a Consulting Editor for the Compendium of Continuing Education in Dentistry, the International Journal of Periodontics and Restorative Dentistry and the Journal of Esthetic and Restorative Dentistry. Dr. Weisgold has presented lectures throughout this country, Canada, Mexico, South America, Europe, South Africa, the Mideast and Far East and is the author of many papers and/or chapters in the areas of Periodontal Prosthesis, Restorative Dentistry, Esthetics, Implant Prosthodontics and Occlusion.

Description:
The Restorative Dentist of today must be prepared to treat the dental patient of today:
• The “esthetic zone” is where the patient says it is.
• Patients don’t want implants—they want teeth!

We now know that most patients judge their teeth, dental work and smile as part of their whole face. The close up, retracted view of individual teeth and gingiva is a foreign view to them. It doesn’t exist in their experience unless we dentists bring it into focus for them. Coaching patients to look at microscopic images of teeth may not be wise. Incorporating facial landmarks into our examination, diagnosis and treatment planning process and then harmonizing our dental compositions to facial symmetry is a wonderful solution to this discrepancy and sets up an extraordinary possibility: faces are more attractive when the teeth and smile integrate and flow. Patients get more than they expected. Dentists get great satisfaction, and…more patients to treat.

When it’s time to get down to the details at the restorative/gingival interface, one needs to have the knowledge and skills to get it right. Yes, there are "rules and tools" that work.

This program is designed to guide the esthetic/cosmetic dentist, dental student/resident and dental technician through a stepwise sequence of examination, diagnosis, treatment planning and execution that blends the best available dental science with the nearly 100 combined years of experience of the two teachers/clinicians. The final Esthetic/Cosmetic Restorative results obtained by following the guidelines presented are predictably successful not "by accident once in a while" but by design nearly every time.
A. LET’S START WITH THE FACE!
Yes, the esthetic/cosmetic dentist should have an examination process that relates key facial landmarks and symmetry to the dental composition. Recent literature confirms the ethical and legal responsibility for producing teeth that are “properly shaped and colored within an individual patient’s complete dentition and in harmony with gingival and facial features.” The science of visual perspective, Hall’s interactive viewing distances, an esthetic check list, the Facial Plane Relator, the Esthetic Gauges, and pertinent rules of anterior dental anatomy will be presented and discussed. (Dr. JRG)

B. REALITIES OF DENTAL IMPLANTS AND THEIR RESTORATIONS: YOU CAN’T FOOL MOTHER NATURE!
This portion of the presentation will deal with the unique features that impact on the esthetic and gingival management of the anterior implant restoration. In many respects the periodontal biotype is as much a factor in a successful outcome as the actual fixture position. Sulcular form, ridge morphology, embrasure considerations as well as the mesio-distal, facio-lingual and apical positioning of the fixture will be addressed. In this context, implant to implant, implant to natural tooth and implant to pontic will be analyzed. The esthetic requirements of anterior restorations will be dealt with in depth. Included will be smile analysis, the unique esthetic demands of the mandibular anterior teeth, elevations, depressions, rotations and patient vs. dentist perceptions and expectations. The controversy over whether to retain a tooth with endodontic therapy vs. extracting it and replacing it with an implant will be analyzed. Suggestions for each approach based upon bone quality and quantity, periodontal biotype and prosthetic requirements will be proposed. (Dr. ASW)

C. CASE DESIGN AND PROBLEM-SOLVING IN ESTHETIC RESTORATIVE + IMPLANT DENTISTRY. What to do when it doesn’t go quite right, and how great it looks when it does. (Drs. ASW + JRG)

Educational Objectives/Benefits to Attendees:
- Describe and support the position that the dentist may be the most important health care professional for enhancing overall Facial Esthetics for the patient.
- Present a new Therapeutic Model for Dento-Facial Esthetics and how to obtain superior results on a predictable basis.
- Explain and demonstrate the 6 “rules and tools” necessary to achieve the new Therapeutic Model.
- Review the basic biology and physiology that is fundamental to successful placement of dental implants and dental implant restorations in the Esthetic Zone.
- Discuss the realities of dental implants and their restorations in the Esthetic Zone.
- Case reports to illustrate the importance of the Form and Function of the Masticatory System when planning dental implants and their restorations in the Esthetic Zone and everywhere else: coronal form, biotypes, soft and hard tissue contours, etc.
- Case reports to illustrate the impact of the teeth and smile on overall Facial Esthetics.