



# Kornberg School of Dentistry

TEMPLE UNIVERSITY®

Office of Continuing Dental Education

Presents

## The First “Kornberg School of Dentistry Smile Symposium”: Impact of the Teeth and Smile on Facial Esthetics

**Date:** Saturday, June 26, 2010  
**Registration:** 8:00 a.m.  
**Time:** 8:30 a.m. – 5:00 p.m.  
**Location:** Temple University Kornberg School of Dentistry  
**Tuition:** Dentist \$350; Dental Team \$125 (lunch and parking included)  
**Credits:** 6 (L)

To Register Contact Nicole Carreño—215.707.7541—[www.temple.edu/dentistry/ce](http://www.temple.edu/dentistry/ce)

\*A confirmation letter will be sent approximately two weeks prior to the course containing all necessary details.

The Kornberg School of Dentistry at Temple University, the 2<sup>nd</sup> oldest Dental School in the United States, is proud to present this special CE event. A diverse set of speakers will come together on Saturday, June 26 in our newly renovated Dental School lecture facilities on North Broad Street in Philadelphia, to teach our guests, alumni, faculty, postdoctoral and doctoral students about their individual areas of expertise.

Esthetic Dentistry remains the key market driver for the dental profession and for the dental industry worldwide. The “Baby boomers” want to look, act and live at the top of their game—that mandates healthy, vibrant, esthetic smiles. Patients now have the power and finances to pursue Dento-Facial Esthetics the way they see and want them. What do patients really want and how does that differ from the way dentist’s view their work? We will introduce the day by briefly describing how the current dental literature and key opinion leaders in dentistry have dictated this important shift in dental practice. There is a new “stage” where the dentist must perform—it is wise for us to set new rules for examination, diagnosis and treatment planning that will recognize and respect what patients want, but also deliver the biologically and morphologically detailed interdisciplinary health and function that ethical dentistry demands.

**Program Director:** Dr. Joseph R. Greenberg

**Keynote speaker:** Dr. Ronald Goldstein

- 8:30am – 8:45am Introduction
- 8:45am – 10:00am Ronald E. Goldstein, DDS: “Esthetic Dentistry and the Media: Past, Present and Future”
- 10:00am – 10:30am Coffee/exhibit break
- 10:30am – 11:45 am Marc B. Ackerman, DMD, MBA: “Enhancement Orthodontics: Theory and Practice”
- 11:45am – 12:00 pm Morning panel: Drs. Goldstein and Ackerman will take questions from attendees
- 12:00pm – 1:30pm Lunch + Exhibits
- 1:30pm – 2:45pm Timothy Greco, MD, FACS: “The Aging Face and New Age Enhancements”
- 2:45pm – 3:15pm Afternoon coffee/exhibit break
- 3:15pm – 4:30pm Joseph R. Greenberg, DMD: “A New Evidence-Based Model for Dento-Facial Examination, Diagnosis and Treatment Planning in 2010”
- 4:30pm – 5:00pm+ Drs. Goldstein, Ackerman, Greco and Greenberg will take questions.

## **The course participant will gain an understanding of the following:**

### **Dr. Ronald Goldstein, “Esthetic Dentistry and the Media: Past, Present and Future”:**

- The impact of Media Coverage and the World of Beauty on Esthetic Dentistry.
- How Esthetic Dentistry has emerged from a secondary consideration in treatment planning to a bona fide health service.
- Why the future of esthetic dentistry is actually the future of dentistry.
- State-of-the-art esthetic diagnosis and treatment today and a look into the future.

### **Dr. Joseph Greenberg, “A New Evidence-Based Model for Dento-Facial Examination, Diagnosis and Treatment Planning in 2010”:**

- Why what the patient sees may be more important than what the dentist sees.
- Important aspects of visual perception and perspective.
- A new evidence-based system for examination, diagnosis and treatment planning incorporating facial landmarks and symmetry.
- “Rules and tools” to achieve predictable harmony between faces, teeth and smiles.

### **Dr. Marc Ackerman, “Enhancement Orthodontics: Theory and Practice”:**

- How enhancement is the driver of patient-centered care.
- Esthetic versus functional goals of treatment in contemporary orthodontics.
- How to perform a comprehensive dynamic facial examination.
- How to participate in multi-disciplinary care involved in advanced smile design.

### **Dr. Timothy Greco, “Facial Plastic Surgery in 2010: the Full Continuum”:**

- Learn to recognize and appreciate the changes in the anatomy of the Aging Face.
- A description of the surgical and non surgical procedures and techniques used to treat the aging face in 2010.
- How the Esthetic Dentist and the Facial Plastic Surgeon can work together to benefit the patient.
- Should the Esthetic Dentist be performing minimally invasive facial plastic procedures: fillers, botox, etc.?

## Speakers:



**Ronald E. Goldstein, DDS** is currently Clinical Professor of Oral Rehabilitation at the Medical College of Georgia School of Dentistry, Augusta, Georgia; Adjunct Clinical Professor of Prosthodontics at Boston University Henry M. Goldman School of Dental Medicine; and an Adjunct Professor of Restorative Dentistry at The University of Texas Health Science Center at San Antonio, Texas. He has presented continuing education courses at more than 500 dental meetings and universities throughout the world. Dr. Goldstein's best-selling consumer book, *Change Your Smile* (published by Quintessence Publishing Company), is now in its fourth edition, has been read by over 1,000,000 people, and has been translated into seven languages. He is author of the 2-volume text *Esthetics In Dentistry* (published by BC Decker), and a co-author of ten texts, including *Bleaching Teeth*, *Porcelain Laminate Veneers*, *Porcelain and Composite Inlays & Onlays*, *Complete Dental Bleaching*, and *Imaging in Esthetic Dentistry* –all published by Quintessence Publishing Company.



**Joseph R. Greenberg, DMD, FAGD** 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 the 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, has invented the Facial Plane Relator, and 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 is former executive director and President of the Charles L. Pincus Foundation, founder and 1<sup>st</sup> President of "Kids Smiles" a non-profit Community Center for Children's Dental Health, founding Vice President of The National Children's Oral Health Foundation, and has served many other non-profit volunteer activities and Boards. He won the first annual Trudi Birger Award from Alpha Omega International Dental Fraternity (2005) and the Pennsylvania Dental Association Special Community Service Award (2006) for his work with Kids Smiles.



**Marc B. Ackerman, DMD, MBA** is a third generation orthodontist. He maintained a private practice limited to orthodontics in Bryn Mawr, Pennsylvania until 2007 and served as a Clinical Associate Professor in the Department of Orthodontics at the Kornberg School of Dentistry from 2003-2009. In 2007 Dr. Ackerman began teaching full time as an Associate Professor in the School of Orthodontics, Jacksonville University, Jacksonville, FL. He is the Chief Scientific Officer for Scientific Compliance, Atlanta, GA, a Diplomat of the American Board of Orthodontics, a member of the Edward H. Angle Society of Orthodontics, a Fellow in the American College of Dentists, and a Fellow in the College of Physicians of Philadelphia. Dr. Ackerman has authored over two dozen peer-reviewed journal articles, five book chapters, and a textbook, "Enhancement Orthodontics: Theory and Practice" (Blackwell Publishing). He has lectured extensively in the United States and Europe and completed his Master's in Business Administration from Jacksonville University in 2009.



**Timothy M. Greco, MD, FACS** is Clinical Assistant Professor at the University Of Pennsylvania School Of Medicine in the Department of Otolaryngology, Head and Neck Surgery, Division of Facial Plastic Surgery, in Philadelphia. His surgical practice in Bala Cynwyd, Pennsylvania focuses on aesthetic surgery of the face, head, and neck. After receiving his doctorate of medicine from Hahnemann University School of Medicine, Philadelphia, Dr. Greco did his residency training at Thomas Jefferson University Hospital, specializing in head and neck surgery. He went on to complete a fellowship in facial plastic surgery, concentrating on rhinoplasty and the aging face, through the American Academy of Facial Plastic and Reconstructive Surgery at the McCollough Plastic Surgery Clinic in Birmingham, Alabama. A fellow of the American College of Surgeons, Dr. Greco is board certified in facial plastic and reconstructive surgery and in otolaryngology-head and neck surgery. He has published numerous articles on Hyaluronic Acids and Neurotoxins. He also serves as a national expert trainer on minimally invasive facial rejuvenation techniques.

We gratefully acknowledge the support of this course by:

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