

# AACP 18th Annual Midwinter Meeting

NEW ORLEANS

Hotel Monteleone

January 28-29, 2011



## Putting Sleep Knowledge to Work: *Practical Pearls for Monday Morning Application*

### **DISTINGUISHED SPEAKERS**

Duane Johnson, PhD:

*Success Secrets of Practice Growth and Revenue*

Atul Malhotra, MD:

*Cardiovascular Complications of Sleep Disorders – Future of Sleep  
Apnea Therapy*

Jonathan Parker, DDS:

*How the Patient's Anatomy & Physiology Affect Appliance Selection*

Russell Rosenberg, PhD:

*Pharmacological Interventions in Sleep Medicine*

Edward P. Spiegel, DDS:

*Sleep-Disordered Breathing in Women: Pregnancy, Post-Menopause,  
and Post-Hysterectomy*

*Oral Appliances: An Update on Medicare Coding and Billing  
for Dental Services Related to Obstructive Sleep Apnea*

... and AACCP Members Presenting  
Practical Pearls

*Jamison R. Spencer, DMD, MS  
Academy President*

*Stacy V. Cole, DDS  
Program Chairman*



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Putting  
Sleep  
Knowledge  
to Work:  
*Practical  
Pearls for  
Monday  
Morning  
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Approved PACE Program  
Provider FAGD/MAGD Credit  
Approval does not imply acceptance  
by a state or provincial board of  
dentistry or AGD endorsement.  
June 1, 2007 to May 31, 2011

**ADA CERP**® | Continuing Education  
Recognition Program

AACP is an ADA CERP-recognized provider.  
ADA CERP is a service of the American Dental Association  
to assist dental professionals in identifying high-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.  
AACP designates this program for approximately 12 credit  
hours of continuing education credits.  
January 1993 to December 2012

**WAYS TO REGISTER**

Call 800.322.8651 or 847.885.1272; Fax 847.885.8393

Write to AACP Executive Office, 1901 N. Roselle Road, Suite 920  
Schaumburg, IL 60195-3187

**TUITION**

\$600\* AACP member; \$750\*; nonmember; \$350\* staff

\*Add \$100 after November 19, 2010

*Join AACP & Save*

*Tuition savings is one of the many benefits of being an AACP member. To qualify, simply submit a completed AACP membership application (with processing fee) with your Midwinter Meeting registration. To obtain your membership application, contact the AACP Executive Office at 800.322.8651 or 847.885.1272 today!*

**FORMS OF PAYMENT**

Checks are acceptable when registration is submitted by mail or completed on-site at this meeting. Checks must be payable to AACP, in US dollars, and drawn on a US bank.

Credit cards may be used for registrations that are mailed, faxed, phoned in, or completed on-site. AACP accepts **VISA** and **MasterCard** only. AACP reserves the right to charge the correct tuition amount if different from your calculated total.

**CANCELLATION POLICY**

Tuition refunds (less 10%) must be requested at least 14 days prior to meeting start date.

**HOTEL INFORMATION**

The Hotel Monteleone, 214 Royal Street, New Orleans, LA 70130  
800.217.2033

AACP Rate: \$155 Single or Double, \$179 Triple, \$209 Quad  
(and 13% city/state tax plus a \$2 per room, per night occupancy tax)

*Available on a first-come, first-served basis until all rooms in our block are sold or **January 5, 2011**, whichever happens first!*

*The Hotel Monteleone requires at least 72 hours' notice prior to your scheduled arrival to cancel guest-room reservations without penalty.*

**EXHIBITS**

Educational, informational, and commercial exhibits will be available for viewing during this meeting, and representatives will be on hand to answer questions.

Friday, January 28, 2011: 7:00 AM - 7:30 PM

Saturday, January 29, 2011: 7:00 AM - 5:00 PM

*Approximately 12 CE credits are available at this meeting.*



## AMERICAN ACADEMY OF CRANIOFACIAL PAIN

*Founded in 1985, the AACFP is the largest professional organization in dentistry for those interested in the assessment, diagnosis, and management of patients who suffer from craniofacial pain, temporomandibular disorders, and sleep disorders. The goals of the AACFP are to elevate and enhance the professional standards of diagnosis and treatment in the field of craniofacial pain and TMD, to encourage research and further study, to recognize for the benefit of the public those professionals who have specialized knowledge and skills in diagnosis and treatment, to promote and improve professional levels of competency, and to encourage the highest standards of excellence for practitioners.*

### SUCCESS SECRETS OF PRACTICE GROWTH AND REVENUE



**DUANE JOHNSON, PhD**, is co-founder and a senior partner of Sleep Center Management Institute. Many of you probably are already acquainted with him, having heard him speak, or you may have read his regularly published "Business of Sleep" articles in FOCUS magazine. He is a member of the American Academy of Sleep Medicine and the World Association of Sleep Medicine. Dr. Johnson has been a

medical-practice consultant and speaker for more than 35 years, having spoken to more than 100,000 health professionals in the US and abroad, in countries such as Germany, Canada, Mexico, and Australia. He has written extensively in books, articles, columns, and his video and audiotapes have been utilized nationwide. Dr. Johnson is also founder and co-owner of a national group of companies called InHealth. He is the author of several reference manuals and is a senior partner and co-founder of SCMI.



**JAMES C. O'BRIEN, MD, FCCP, D-ABSM**, is a medical physician who has been in private practice for 27 years, and first became involved in sleep medicine over twenty years ago. During his medical career, Dr. O'Brien has worked as a primary care physician, pulmonologist and sleep physician and has lectured innumerable times to healthcare professionals in the United States and abroad about sleep disorders.

Additionally, he has appeared on many television and radio programs addressing the need for healthy sleep and the early detection and treatment of sleep disorders. Dr. O'Brien received his medical degree from New York Medical College in 1975. He is currently board certified in Internal Medicine, Pulmonology and Sleep Medicine, and is a co-founder and the President of TalkAboutSleep.COM, a patient education website designed for those diagnosed and treated for sleep disorders and sleep professionals.



**KATHRYN HANSEN, BS, REEGT, CPC**, is the Director of the Sleep Wellness Center for a large hospital in Kentucky. She is known for her extensive experience in sleep society leadership, accreditation, and sleep grants/research. Ms. Hansen speaks extensively, providing over 150 sleep related presentations to business, industry, and professional organizations annually about the detrimental effects of sleep deprivation as it

impact on the financial bottom line and employee performance. Kathryn is the Executive Director and past president of the Kentucky Sleep Society. She holds a degree in Biological Sciences from the University of Kentucky, and studied in the department of Neurology at Mayo Clinic in Rochester, Minnesota, and is a Registered Electroneurodiagnostic Technician as well as being a Certified Professional Coder. Ms. Hansen is a Senior SCMI Advisory Team member with special focus and expertise in sleep lab accreditation and portable monitoring.

### CARDIOVASCULAR COMPLICATIONS OF SLEEP DISORDERS – FUTURE OF SLEEP APNEA THERAPY



**ATUL MALHOTRA, MD**, is a specialist in pulmonary and critical care and sleep medicine. He serves as medical director of the department of medicine, Brigham and Women's Hospital Sleep Disorders Research Program, clinical chief of the Brigham and Women's Sleep Medicine Division, and associate professor of medicine at Harvard Medical School. He is active clinically, leads a large NIH-Funded

research group focused on the area of sleep apnea pathogenesis and the pathophysiology of its cardiovascular complications, and has more than 100 original publications in his field in addition to more than 80 reviews, chapters, and editorials. Dr. Malhotra has had leadership positions in many international societies, including currently being on the board of directors of the American Thoracic

Society and being chairman of the Assembly on Sleep & Respiratory Neurobiology.

### HOW THE PATIENT'S ANATOMY & PHYSIOLOGY AFFECT APPLIANCE SELECTION



**JONATHAN PARKER, DDS**, is a part-time faculty member at the University of Minnesota School of Dentistry. He is a Diplomate of the American Board of Dental Sleep Medicine and American Board of Orofacial Pain. He is a charter member of the American Academy of Dental Sleep Medicine. He was the recipient of the academy's prestigious distinguished service award in 2003. Dr. Parker is the

president-elect of the American Board of Dental Sleep Medicine. He is on the staff or a consultant to six different sleep disorders centers in the Minneapolis-St. Paul area. Dr. Parker has lectured throughout the United States on the role of the dentist in the evaluation and treatment of snoring and sleep apnea using oral appliance therapy. He has authored a number of research articles and abstracts. These evaluate the effectiveness of oral appliances used for treatment of snoring and obstructive sleep apnea.

### PHARMACOLOGICAL INTERVENTIONS IN SLEEP MEDICINE



**RUSSELL ROSENBERG, PhD, D-ABSM**, is the founder and director of the Atlanta School of Sleep Medicine and Technology. A clinical psychologist and board-certified sleep specialist, Dr. Rosenberg lectures and teaches internationally on a range of sleep-medicine topics. His areas of expertise include insomnia and disorders of excessive daytime sleepiness. In addition to

teaching, Dr. Rosenberg is actively involved in clinical research at NeuroTrials Research Inc. He currently serves on the board of directors of the National Sleep Foundation. His teaching and leadership at the Atlanta School of Sleep Medicine and Technology are rooted in his professional, clinical, and research experience as director of the Northside Hospital Sleep Medicine Institute in Atlanta for sixteen years.

### SLEEP-DISORDERED BREATHING IN WOMEN: PREGNANCY, POST-MENOPAUSE, AND POST-HYSTERECTOMY

### ORAL APPLIANCES: AN UPDATE ON MEDICARE CODING AND BILLING FOR DENTAL SERVICES RELATED TO OBSTRUCTIVE SLEEP APNEA



**EDWARD P. SPIEGEL, DDS**, has been practicing dentistry for more than 40 years. He has more than 30 years of experience treating temporomandibular joint disorder (TMD) and 16 years treating sleep-disordered breathing with oral appliance therapy. He is a co-founder of the American Academy of Craniofacial Pain and is a Diplomate of American Academy of Dental Sleep Medicine. Dr.

Spiegel is one of the most respected and highly credentialed dentists of the sleep disorders dentistry field. His company, Dental Innovations, is the result of years spent honing his own protocol for treating sleep-disordered breathing with oral appliance therapy.

### PRACTICAL PEARLS

The PEARLS are designed to give doctors ideas they can actually use that will make their treatments, lab work, appliance settings and adjustments, bite determinations, and patient communications less expensive, easier, better, or faster. They will be presented in a way that will be immediately applicable to the practices that utilize those procedures and protocols.

*All sessions will take place in the Queen Anne Ballroom*

7:00 AM – 8:00 AM

Registration and Lite Continental Breakfast

8:00 AM – 8:30 AM

Opening Remarks and Announcements

8:30 AM – 10:00 AM

*Cardiovascular Complications of Sleep Disorders – Future of Sleep Apnea Therapy, by Atul Malhotra, MD*

Dentistry provides the most significant contact with individuals having potential sleep disorders of any of the health professions. Sleep apnea has important consequences, and a mechanistic approach to therapy is likely to be crucial.



Atul Malhotra, MD

Upon conclusion, attendees should be able to

- Understand the pathogenesis of sleep apnea
- Describe therapeutic targets for OSA
- Define CV complications
- Understand role for multidisciplinary treatment

10:00 AM – 10:30 AM

Break

10:30 AM – 11:30 AM

*Sleep-Disordered Breathing in Women: Pregnancy, Post-Menopause, and Post-Hysterectomy, by Edward P. Spiegel, DDS*

This presentation will walk attendees through an intermediate-level overview of the science of sleep as it relates to women's health and the unique manifestation of sleep disorders in the female population throughout the life cycle.



Edward P. Spiegel, DDS

Upon conclusion, attendees should be able to

- Have an intermediate background in the science of sleep as it pertains specifically to the female body.
- Gain an intermediate understanding of the manifestation of sleep-breathing disorders and their systemic effects throughout all stages of the female life cycle.
- Identify specific female patient populations within their respective practices who may be suffering from sleep-breathing disorders.

11:30 AM – 12:00 PM

Two "Practical Pearls" Presentations (15 minutes each)

12:00 PM – 1:30 PM

Lunch (on your own)

1:30 PM – 3:30 PM

*How the Patient's Anatomy & Physiology Affect Appliance Selection, by Jonathan Parker, DDS*

Oral appliance therapy has been shown to effectively treat snoring, mild to moderate OSA, and certain cases of severe OSA. The proposed mechanism of action of mandibular advancement devices has also been discussed in the literature. This presentation will take a closer look at the anatomy of the oral-pharyngeal system and how it can impact our physiology and the autonomic nervous system. We will explore how a patient's dental and oral-pharyngeal anatomy may affect the decisions we make about which oral appliance to use in each situation.



Jonathan Parker, DDS

Upon conclusion, attendees should be able to

- Review the anatomy of the hard-and-soft tissues in the head and neck that affect the upper airway.
- Understand the effect of variations in the anatomy on the autonomic nervous system and the airway.
- Understand how the anatomy of the patient's oral-pharyngeal area may affect the appliance that is chosen for that patient.

3:30 PM – 4:00 PM

Break

4:00 PM – 5:00 PM

Four "Practical Pearls" Presentations (15 minutes each)

5:30 PM – 7:30 PM

President's Reception



Photos courtesy of the New Orleans  
Convention and Visitors Bureau

*All sessions will take place in the Queen Anne Ballroom*

7:00 AM – 8:00 AM

Registration and Lite Continental Breakfast

8:00 AM – 10:00 AM



*Russell Rosenberg, PhD*

*Pharmacological Interventions in Sleep Medicine, by Russell Rosenberg, PhD*

Sleep medicine is a multidisciplinary field involving mechanical, dental, surgical, behavioral, and pharmacological interventions. Sleep disorders, such as obstructive sleep apnea, often occur co-morbidly with medical, psychiatric, and other sleep disorders. Clinicians who treat sleep-medicine patients must understand the role pharmacologic agents play in producing unwanted treatment-emergent effects and agents that improve treatment outcome. This presentation will cover current standards of practice for treating the most common sleep disorders that occur co-morbidly with sleep-related breathing disorders.

Upon conclusion, attendees should be able to

- Identify pharmacological agents that can exacerbate sleep disorders such as OSA, RLS, insomnia, etc.
- Identify pharmacological agents that are used for treating residual hypersomnolence in OSA patients.
- Decide upon proper pharmacologic interventions for sleep disorders other than OSA.

10:00 AM – 10:30 AM

Break

10:30 AM – 12:00 PM



*Edward P. Spiegel, DDS*

*Oral Appliances: An Update on Medicare Coding and Billing for Dental Services Related to Obstructive Sleep Apnea, by Edward P. Spiegel, DDS*

This presentation will alert attendees to updated policies and procedures in the area of insurance billing and coding for the dental management of sleep breathing disorders with oral appliance therapy.

Upon conclusion, attendees should be able to

- Be aware of the updated rules and regulations concerning insurance coding and billing for oral appliance therapy.
- Garner intermediate knowledge of the processes involved in coding and billing for dental services, particularly oral appliance therapy for obstructive sleep apnea.
- Utilize the knowledge gained during this presentation to modify their office coding and billing processes appropriately.

12:00 PM – 1:30 PM

Lunch (on your own)

1:30 PM – 4:00 PM



*Duane Johnson, PhD*

*Success Secrets of Practice Growth and Revenue, by Duane Johnson, PhD*

This program provides practical guidance for dental sleep professionals to improve their work relationships with medical sleep centers and sleep physicians. Dr. Johnson and his colleagues from the Sleep Center Management Institute will target:

1. What a sleep physician needs from a dental sleep professional (James C. O'Brien, MD, FCCP, D-ABSM)
2. Strategies and tactics to attract medical sleep-patient referrals (Duane M. Johnson, PhD)
3. Maximizing revenue using current coding and compliance strategies (Kathryn Hansen, BS, REEGT, CPC)

Upon conclusion, attendees should be able to

- Understand a sleep physician's dental sleep-patient information requirements.
- Create additional strategies and tactics to attract more sleep-physician referrals.
- Review elements of a required compliance plan to reduce risk for an audit.
- Provide suggestions to survive the regulatory maze and maximize sleep-practice growth.

4:00 PM – 4:30 PM

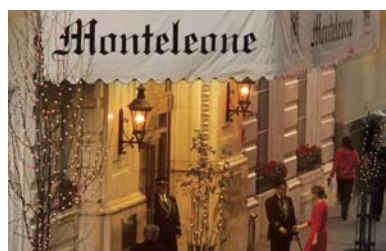
Break

4:30 PM – 5:00 PM

*Two "Practical Pearls" Presentations (15 minutes each)*

5:00 PM

Adjourn



*Photos courtesy of the Hotel Monteleone and the New Orleans Convention and Visitors' Bureau*

