

DIFFERENTIATE... SEPARATE... EDUCATE...

LEE "MAC" WHITESIDES, DMD, MMSc.



Meet Dr. Whitesides

Dr. Whitesides is one of only two board certified Oral & Maxillofacial surgeons who also hold a Masters degree in anesthesia. An accomplished author, speaker, and consultant to the legal profession Dr. Whitesides draws on his 25 plus years in healthcare to deliver a powerful and engaging message to the audience. Dr. Whitesides will propel your meeting to a new level by energizing your audience to learn, motivating them to become better dentists, and educating them on topics most meetings fail to address.

Contact today

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RISK MANAGEMENT FOR THE DENTAL PROFESSIONAL

In today's litigious society with highly competitive and motivated plaintiff attorneys the dentist is at significant risk of a malpractice suit during his or her career. Dr. Whitesides presents a practical & comprehensive examination of the origin of dental malpractice, its modern components, and common themes in dental malpractice cases.



CBCT: IS DENTISTRY READY FOR A NEW STANDARD OF CARE?

Since 2001 CBCT has rapidly evolved into a new standard of care by demonstrating superior anatomic truth in maxillofacial imaging. Dr. Whitesides examines how CBCT is becoming the standard of care, how dentistry is accepting CBCT as a new standard of care, and how the legal profession views CBCT as a tool to support their client.



EMERGENCIES IN THE DENTAL OFFICE

Emergencies are infrequent in the dental office but may be catastrophic for the patient if the dental team is not properly prepared. Dr. Whitesides uses his 25 years of anesthesia experience to teach the dental professional proper diagnostic and technical skills for addressing the most common emergencies.



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PATIENT
CARE

RISK
MANAGEMENT



RISK MANAGEMENT FOR THE DENTAL PROFESSIONAL

Today's society is more litigious than ever before thanks to highly competitive plaintiff attorneys, failure of tort reform, and a poor economy. Although almost 1 in 5 dentists experience a malpractice claim against

them during their career precious few dentist are prepared for the stress and turmoil such an event takes upon one's professional and personal life. An expert witness for over a dozen years, Dr. Whitesides uses his experience and knowledge from participating in over 125 cases to educate the dental professional on the process of a malpractice suit, its many components, and how to minimize the occurrence and impact a malpractice suit has on one's professional and personal life.

DR. WHITESIDES EXAMINES THE FOLLOWING CONCEPTS IN RISK MANAGEMENT FOR THE DENTIST:

- History and genesis of malpractice in the United States
- Why do doctors get sued?
- What should a doctor do when he/she is sued?
- Necessary ingredients for malpractice suit
- Steps in the malpractice suit
- Standard of care: Its origin and importance
- Role of Cone Beam CT in dentistry
- Informed consent: Its origin and importance
- Role of the attorney, insurance company, expert, and dentist in a malpractice suit
- How to properly document your implant surgery
- Common themes in dental malpractice cases

Suggested presentation length: 2 to 2.5 hours

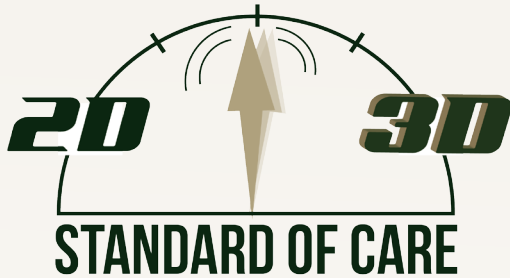
"Dr. Whitesides delivers an important message for all Dentists."

"I wish I had heard his talk before I was sued!"



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CBCT: IS DENTISTRY READY FOR A NEW STANDARD OF CARE?

The emergence of CBCT and 3 dimensional imaging in dentistry has produced a pendulum shift in maxillofacial imaging. The prevalence of the technology and its ability to produce anatomic truth begs the question of standard of care in maxillofacial imaging. Standard of care is a constantly evolving concept as techniques and technologies improve. There are many factors which contribute to a new technology becoming accepted by the health care community and ultimately considered as standard of care. Dr. Whitesides will examine eight principle factors and their collective influence on CBCT as an evolving new standard of care for dentistry. Dr. Whitesides will also address the position of the various disciplines of dentistry toward CBCT as well as how the legal profession is employing CBCT in case preparation.

DR. WHITESIDES WILL ADDRESS THE FOLLOWING CONCEPTS IN THIS LECTURE:

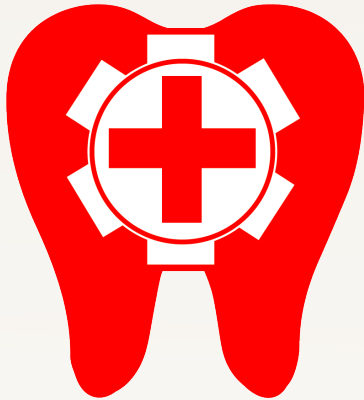
- The definition of standard of care
- The eight principle factors which contribute to a technology being considered as a standard of care
- The position of the ADA, AAE, AAOMR, AAOMS, AAP, AAO, & ICOI on CBCT as a standard of care
- The impact cost and availability have on a new technology being considered as standard of care
- The public perception of CBCT in patient care
- The many outstanding and yet unanswered questions concerning CBCT as a new standard of care

Suggested presentation length: 90 minutes

"I had no idea Cone Beam CT was so prevalent in Dentistry."

"Although I own a CBCT machine I was not aware of the impact CBCT has on a patient's perception of my practice."





EMERGENCIES IN THE DENTAL OFFICE

Emergencies in the dental office are rare but possibly catastrophic for the patient. Proper preparation with proven protocols is essential to promptly and properly address any patient emergency. Dr. Whitesides uses his training as an anesthetist and oral & maxillofacial surgeon to examine the etiology of common dental emergencies, how to rapidly address any patient emergency, and how to prepare the dental team with proven protocols for emergent events.

DR. WHITESIDES WILL ADDRESS THE FOLLOWING CONCEPTS IN THIS LECTURE:

- Why do emergencies occur?
- When do emergencies occur?
- What patients are most likely to have an emergency?
- What are the most common emergencies in the dental office?
- Treatment for emergencies
- Basic and Advanced Life Support for the Dentist
- Primary assessment of the patient
- Secondary assessment of the patient
- Proper preparation of the dental team for emergencies
- Appropriate protocols for emergent events
- Post emergency care for the dental patient
- Appropriate documentation for any dental emergency

Suggested presentation time: 2 hours

"I thoroughly enjoyed the presentation."

"An excellent lecture on an important topic."

"Emergencies are something we all have but few acknowledge. I am thankful Dr. Whitesides explained this topic in simple, practical terms."



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WHY DR. WHITESIDES IS THE BEST SPEAKER FOR YOUR EVENT

Dental malpractice is the 800 lb gorilla in the room most clinicians wish to ignore until it happens to them; then the dentist is left to the guidance of his attorney through the foreign and complex maze that is the process of a malpractice suit. Dr. Whitesides uses his dozen years as an expert witness to explain the malpractice suit experience to the doctor from a clinician's perspective verses that of the attorney. His step-by-step explanation clarifies the malpractice suit process so the dentist can understand the experience by having knowledge of how the process transpires. Nothing adds value to a program more than a unique topic well presented by someone who has intimate and extensive knowledge of the topic he is presenting.

Dr. Whitesides presents his lectures on malpractice, CBCT, and emergencies from a clinician's perspective as someone who has been in healthcare over 25 years.

Many programs address the easy topics in dentistry and thus fail to be unique. Dr. Whitesides will separate your program from others by taking on the tough topic of dental malpractice, addressing the evolving subject of CBCT as a new standard of care, and preparing your audience for emergencies in the dental office.

His lectures have been described as mind opening, awesome, practical, and motivating.

Dr. Whitesides has lectured and authored on many topics in dentistry.

His articles have appeared in a plethora of journals including:

- Anesthesia Progress
- Journal of the American Association of Oral & Maxillofacial Surgeons
- Maryland State Dental Journal
- Georgia Dental Association Journal
- Alpha Omegan
- Inside Dentistry
- Journal of Legal Nurse Consultants
- Journal of Implant and Advanced Clinical Dentistry

Previous Presentations:

- Georgia Regents University Maxicourse (faculty)
- American Collage of Oral & Maxillofacial Surgeons
- 3 rd International Congress on Distraction Osteogenesis (Paris, France)
- American Association of Implant Dentist
- Hinman Dental Meeting (Atlanta, GA)
- American Association of Legal Nurse Consultants (Atlanta, GA)
- Alpha Omega (Atlanta, GA)
- California Implant Institute (San Diego, CA)
- Webinars: Oral Surgery Programs at University of Maryland Medical Systems, University of Tennessee -Memphis, New York Medical University, Osseonews, American Association of Legal Nurse Consultants

