

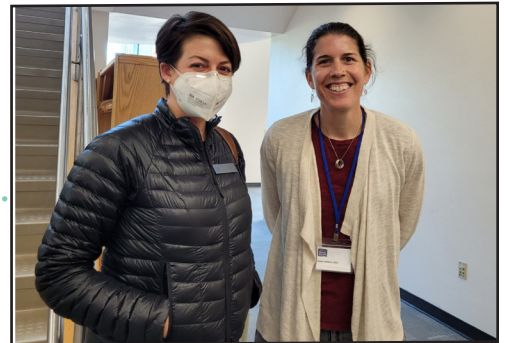


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LCDS Holds its First In Person CE Since 2020 Participants Enjoy Camaraderie at "Endodontics Revisited"

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Lane County Dental Society
4736 Royal Ave PMB 109142
Eugene, OR 97402

Office Hours:
Monday, Thursday, Friday 11 am - 5 pm



LCDS President Message

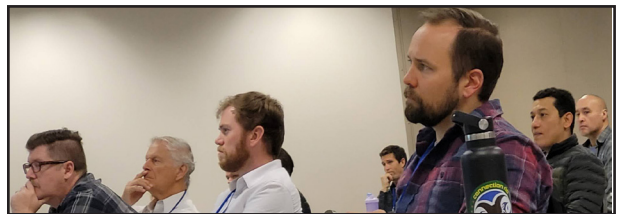
Dr. Jordan Lentfer, DMD



As I start my year as President, I can't help but find myself overwhelmed with gratitude on many levels. Like everyone, I am grateful we can see the light at the end of this pandemic tunnel but know we still have some bumps ahead. We find ourselves in a changed world. I can't help to be proud of how supportive the dental community was of one another during these trying times. It was uncharted waters for sure, but we got through the storm together. Thank you Dr. Kevin Sweeney for being at the helm for the past two years. I think I speak for all of the board members when I say it was likely the most difficult two years in the history of Lane County Dental Society. And thank you Nissa for taking the reins as our director. You have been a game changer for us! We appreciate all you do. And thank you to the board and dental society members for trusting me to take the role as President for the next year. I am really excited to be a part of the "re-opening" of our society. With cases and mandates dropping, it is going to be so great to get back together in person for CE and other social events. As I am looking

forward to the weather warming up, I am looking forward to seeing you all in person again. We have a lot of catching up to do!

Dr. Anne Koch presented "Endodontics Revisited"



The LCDS Council had its first in-person CE this April with Dr. Anne Koch, who provided a full day, 6 CE credit, endodontics seminar with a hands on session. Dr. Koch is the founder and past director of the Postdoctoral Program in Endodontics and Microsurgery at the Harvard School of Dental Medicine and is the founder and past CEO of Real World Endo. She has her DMD and Certificate of Endodontics from the University of Pennsylvania.

Twenty eight attendees participated in the highly anticipated event. One dentist came all the way from Coos Bay! Brasseler was the event sponsor and provided materials for the afternoon hands on session. Representatives from LCDS' Continuing Education Sponsors, Columbia Bank and Digital Systems Integrators, also (DSI) attended the event.

In the morning, Dr. Koch's introduced her



favorite rotary protocol, EndoSequence blend, discussing its safety and effectiveness. After lunch, Dr. Koch focused on using bioceramic tech, followed by hands on session where every attendee had the opportunity to instrument a bloc or tooth without looking at it directly.



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WHERE RELATIONSHIPS RULE

Member Spotlight: Dr. Brian Holmes, DMD FAGD Founder of Spice Isle Smiles



Dr. Holmes with book *Sixto the Smiling Starfish*. Proceeds from book sales support Spice Isle Smiles.

Dr. Brian Holmes DMD FAGD, Florence dentist, founding member of the student dental care program, and founder and president of Spice Isle Smiles has been in the business of reducing decay in children for many years. In 2001, Dr. Holmes started a dental outreach program for two schools in Florence and Mapleton, where he performed dental screenings and provided oral hygiene instructions; however, these screenings did not decrease the level of decay. For this community there was an 89% rate of decay. After realizing that more needed to be done, he partnered with Medical Teams International and local service organizations in order to use a mobile dental van. With the van, Dr. Holmes' team could provide dental restorations, extractions and sealants. Within nine years of using the mobile clinic the decay rate dropped to 10% in the participating schools.

Dr. Holmes became the first western trained dentist to work with The Tandana Foundation to provide dental care in rural villages in Ecuador. In 2012, He started a program in Ecuador utilizing the same methods used by his local mobile clinic in order to provide dental care, train volunteers and Ecuadorian dentists. There was 60% decrease in decay rate over a period of five years for students in this program who were treated annually.

Dr. Holmes' experience with the Tandana Foundation inspired him to start Spice Isles Smiles to provide portable dental clinics for three elementary schools in Grenada starting in 2017. After three years of service of providing annual portable dental clinics with his team and local volunteers, the decay prevalence decreased by 42%. In July 2020, Spice Isle Smiles became an

official nonprofit organization. In 2022, Spice Isle Smiles will be adding one more school to their program. Dr. Holmes is the co-author of the children's book *Sixto the Smiling Starfish*. A large portion of the proceeds are donated to Spice Isle Smiles.

Dr. Holmes started his Florence dental practice in 2000 after selling his Idaho practice. He had previously worked for a corporate dental practice in Grants Pass and as an associate dentist in Gladstone, Oregon. He was eager to return to Oregon after cold winters in Idaho. Dr. Justin Linton DDS joined Florence Dental Clinic after graduating from University of Maryland's Dental School in 2008 and is now a full partner in the practice. Dr. Travis Alcorn DDS joined as an associate dentist in 2020.

Part of the clinic's culture includes community service and volunteerism. Dr. Linton is very involved with the Siuslaw Youth Soccer Program, coaching and serving on its board. Both Dr. Alcorn and Dr. Linton are part of the Kiwanis Club of Florence. Dr. Holmes is a member of The Florence Rotary. In 2014, The Oregon Bankers Association honored Florence Dental Clinic with the Community Applause Award. In 2019, Dr. Holmes was awarded Florence's First Citizen Award, but was unable to attend the ceremony because he was providing dental care in Grenada.

Florence Dental Clinic built its new building in 2009 and in 2010 was awarded Outstanding Achievement Design Efficiency in the Dental Office Design Competition. This award recognition was sponsored by Wells Fargo Practice Finance, Dental Ergonomics, and ADA Business Resources, and the American Dental Association.

When asking Dr. Holmes how other dentists could start giving back to their community, he says, "Find what you are passionate about and do it!" When Dr. Linton arrived in Florence, he found out that there was not a high school soccer team and through the Boys and Girls club started a youth soccer program. Now because of these efforts, there is a high school soccer team and the team is now in their second year of having a high school varsity program. Dr. Linton was able to referee the first high school varsity soccer game.

As You Grow, So Does Your Cyber Risk

Paul Murphy

May 5, 2022 -- On March 15, the Cyber Incident Reporting for Critical Infrastructure Act was signed into law. This historic law will change how healthcare providers in the U.S. respond to cyberattacks and ransomware.

Gone are the days of an IT professional dictating what constitutes a cyber breach or whether or not a possible cyberattack is a reportable event. The law, in its current form, mandates that healthcare providers and other entities deemed to be part of critical U.S. infrastructure report a cyberattack of any kind to the Cybersecurity and Infrastructure Security Agency (CISA).

This new law creates a partnership between CISA and Health and Human Services. The two organizations will work closely together to gather forensic data from attacks launched against healthcare entities, with the goal of combating future attacks.

The director of CISA has not yet defined what constitutes a covered entity, and until that information is released, private practice dental professionals are not at risk of running afoul of the law by not self-

reporting a cyberattack. However, it is likely that all healthcare providers will be deemed covered entities, much like the HIPAA Act of 1996.

Both CISA and the Department of Homeland Security recommend to “report the incident to CISA no later than 72 hours after the entity reasonably believes that such an incident has occurred.” In addition, covered entities are also required to report any ransom payments made as a result of a ransomware attack to CISA no later than 24 hours after making the payment.

Covered entities that are required to report cyber incidents or ransom payments must also preserve all forensic data. This means that during or immediately following a cyberattack or ransomware event, a practice or their IT provider cannot change or delete data or programs from any device that was connected to the network at the time of the attack.

What impact does this have on the dental community?

The act was signed amid growing concern of retaliatory attacks targeting the U.S. due to the

Cyber Risk continued on on pg 7



**Seminar
Saturday
July 23rd**

**Position Your Practice for Sale,
Associateship, or Partnership**

**The Gordon Hotel
9am – 4pm
Lunch Provided**

In Association with Bank of America

Paul Consani Joe Consani Adam Bratland

RSVP: email info@mydentalbroker.com
or call: 866.348.3800



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Executive Director Message Nissa Newton



It was great to meet many of our members in person at our April CE event. After our time together, I was excited to plan more events for you! We now have several

classes on our calendar though out the rest of 2022. If you didn't make it April, I hope to see you this year at another one of our events. In addition to the ADA registration page, I am also using Eventbrite for our LCDS event registration. On Eventbrite, there are more payment options and it is an easier platform to buy multiple tickets for office staff. Additionally, Eventbrite links our events to Lane County Dental Society's Facebook page.

I want to meet more of our member dentists and look forward to finding more interesting stories to share with our society. I've been so impressed and with those I have had the opportunity to visit with. I've learned that many of you lead very interesting lives beyond the dentist chair. Reach out to me if there is a member dentist that you think should be featured in a future newsletter.

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NEW EVENT REGISTRATION PAGE:

<http://bit.ly/LCDSEVENTBRITE>

Cyber Risk continued from pg. 5

Russian invasion of the Ukraine. Most cybersecurity experts anticipate an increase in the volume, severity, and sophistication of these threats. Healthcare providers were the No. 1 target for criminal hacking organizations in 2021, and that's not expected to change any time soon.

If the CISA director defines all U.S.-based healthcare providers as part of critical U.S. infrastructure and covered entities, then the law will impact all private dental professionals. The dental community continues to be heavily targeted by hacking groups, which can be attributed to the following two reasons:

All dental offices store patient records that are very valuable to hackers. Most patient records include enough information that hackers need to compromise a person's identity.

Most dental practices have little to no effective, preventative cybersecurity measures in place. If having a firewall, antivirus software, and working with an IT provider were effective strategies, then cyberattacks wouldn't be wreaking havoc in the dental industry.

Operating in the cloud and relying on a cloud backup solution is also not an effective preventative strategy. A cloud-based office is only as secure as the workstations and network used to access the cloud. Almost all ransomware groups now steal a target's data before they encrypt it, and major groups have their own dark web auction site.

In most ransomware attacks launched against healthcare entities, a portion of the stolen data is published to these auction sites before the target is aware that their network has been compromised. If the hackers aren't successful in compromising the backup solution, then the target is extorted to pay the ransom for their patient records to be removed from an auction site. These attacks have become a no-win situation for all healthcare providers.

How is this new law different from the current HIPAA law?

The current HIPAA breach notification rule mandates that covered entities must self-report an incident only if there has been a proven breach of unsecured patient health information (PHI). If an investigation determines that there is a low probability that PHI was compromised, the covered entity is not required to self-report. Self-reporting an incident becomes mandatory only if an investigation determines that PHI was likely compromised. The affected entity has up to 60 days to self-report.

The new Cyber Incident Reporting Law mandates that all cyberattacks be reported within 72 hours of discovery. All ransomware payments made to threat actors must be reported within 24 hours of making the payment. The requirement leaves no time for an organization to conduct a full forensic investigation to determine whether or not PHI was compromised. Going forward, all cyberattacks must be reported, which is very different from the current HIPAA laws.

What should you do, and what should you definitely not do?

No one wants to fall victim to an invasive and debilitating cyberattack or ransomware event. Ransomware attacks today have become even more invasive; they are financially crippling and devastating to practices and business' reputation. The new reporting requirement makes an already difficult situation even scarier and will only increase the stress and invasive feeling created by the event.

To avoid finding yourselves in this situation, you must engage with a company that specializes in cybersecurity. Cybersecurity specialists have the tools, training, and experience to help you implement an effective security solution.

Working with a good IT or managed service provider is essential to any dental practice, as they play an important role in the setup and maintenance of your network. However, cybersecurity is not their area of expertise and not something they can implement. New-world problems call for new-world solutions, and engaging with cybersecurity specialists is no longer a "nice-to-have" option -- it is a must have, and it is the cost of doing business in today's world.

The one thing that you should never do under any circumstance is try to hide a cyberattack or ransomware event and/or think that the chances are low that anyone will find out. If you are successfully targeted by a hacking group, the attack will be discovered at some point. These organizations are very difficult to catch, but that doesn't mean that their criminal activities aren't being monitored.

Paul Murphy has over 20 years of experience in the technology field. He regularly leads training, webinars, and educational workshops on the latest trends in data security, particularly as they relate to the dental industry.

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LANE COUNTY DENTAL SOCIETY

LCDS Members: \$0
non-LCDS Members: \$80
Dental Office Staff \$40

Register at <https://bit.ly/LCDSEVENTBRITE>

More info at lanedentalsociety.org

DENTAL MARKETING & PRACTICE GROWTH (2 CEs)

June 3, 2022 10:00 am - 12:00 pm
Lane Community College
4000 E 30th Ave. Eugene OR 97405



Cory Roletto, MBA

Co-founder and Partner at  **WEO MEDIA**
DENTAL MARKETING

Cory Roletto co-founded WEO Media in 2009 and has helped over a thousand dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the work teams that deliver Search Engine Optimization (SEO), Pay-per-Click, (PPC), Social Media, Video Marketing, Online reputation, Website Design and Optimization, Direct-to-Consumer marketing (Print, radio, TV, mailers). He is an expert in online marketing strategy, lead conversion, and practice growth. Cory has lectured across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposia, and through Webinars covering various topics related to online marketing. His straight forward approach breaks down complex marketing strategies into easy-to-understand concepts.

Course Overview

This course will cover the most recent changes in online marketing and provide the components needed to create a comprehensive marketing strategy for both existing practices or start-ups. You will learn the key items to implement, how they work, and how to measure success. In this session we will discuss changes in Google's algorithm, website optimization, social media, accessibility, and ways you can optimize your website to generate new patients.

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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. Lane County Dental Society designates this activity for 2 continuing education credit. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.



Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider's formal COE programs are accepted by the AGO for membership maintenance, Fellowship, and Mastership credits. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/16/2021 to 1/15/2023.

Course Objectives

Learn the latest marketing trends and best practices for attracting high quality patients

Capitalize on critical changes recently made by Google that impact your practice

Understand the essential "why" of sound marketing practices

Explore key demographics required to target procedural based dentistry

Critical advantages for expanding communication technologies to accelerate growth

Educational programs are funded, in part, through the generous support of the following sponsors.

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Depending How You Sit, Dentistry Can Be a Pain in the Assets (3 CE) with Dr. Noëlle Santucci, DDS and Dr. Justin Jellin, DPT
Friday, October 14, 9 am-12 pm, Lane Community College



Dr. Santucci, is an Associate Professor in the Department of Preventive and Restorative Dentistry at the University of the Pacific, Arthur A. Dugoni School of Dentistry. Dr. Santucci has presented CE courses on nutrition, ergonomics and occlusion. She recently retired from private practice in Atherton, California where her husband still practices. She is a Fellow in both the Pierre Fauchard Academy and in the American College of Dentists.



Dr. Jellin earned his Doctorate of Physical Therapy at the University of the Pacific, and has an undergraduate degree in Sports Sciences. In addition to clinical practice he is the Program Director of RUNATOMY, a Running Gait Analysis Clinic at GSPORTS Physical Therapy in San Francisco. He has a special interest in sports medicine, especially cases that are interdisciplinarily complex.

Topics include: Dental Musculoskeletal Disorders, Fiscal impacts of MSDs Corrective Exercises, Ergonomic Office Equipment

Members: \$0
Nonmember dentists: \$80
Dental Office Staff: \$40
Register here: www.bit.ly/LCDSEVENTBRITE



The Christensen Bottom Line

December 16, 2022 (4 CE)
9:00 am - 2:00 pm
Lane Community College
Members: \$0
Nonmember dentists: \$80
Dental Office Staff: \$40
Register here: www.bit.ly/LCDSEVENTBRITE



Dr. Gordon J. Christensen is Founder and Chief Executive Officer of Practical Clinical Courses (PCC), Co-Chief Executive Officer of Clinicians Report Foundation (CR), and a Practicing Prosthodontist in Provo, Utah. Gordon and Dr. Rella Christensen are co-founders of the non-profit CLINICIANS REPORT FOUNDATION (previously named CRA). Currently, Dr. Rella Christensen is the Director of the TRAC Research Division of the CR Foundation. Since 1976, they have conducted research in all areas of dentistry and published the findings to the profession in the well-known CRA Newsletter now called CLINICIANS REPORT. Gordon's degrees include DDS, University of Southern California; MSD, University of Washington; PhD, University of Denver; and two honorary doctorates.

This fast moving "bottom line" course includes the areas of dentistry with the most activity and change in any given year. It is easily understood and has numerous summaries that help attendees to interpret the ongoing advancements in the profession. The course encourages audience participation, and questions and answers and is presented in an enjoyable and humorous manner.



Hop Valley Barrel Room Dentist Social

Tuesday, September 13, 2022
Hop Valley Brewing Co
990 West 1st Avenue
Eugene, OR 97402
Register here www.bit.ly/LCDSEVENTBRITE



Lane County Dental Society's Fall Social is here and it is time to gather and meet new and young dentists in the area! LCDS invites Lane County Dental Society members and nonmember dentists, including early career dentists and new dentists, in the Lane County area to our fall social at Hop Valley's Barrel Room in Eugene. This is an opportunity to meet with old and new colleagues in celebration of our Lane County dental community. There will be two complimentary drinks per person and appetizers. Dentists may invite one guest (suggested \$20 donation).



Classifieds

Caring Hands Worldwide will be having their annual free dental clinic for extractions, fillings, and cleanings. The event will be at the Lane Count Fairgrounds Auditorium on Saturday November 12-13, 9 am - 4 pm. They are in need of dentists, dental hygienists, dental assistants, and general volunteers. To register for one or both days by emailing Randy Meyer at randy@caringhandsworldwide.org.

Dr. Bevans is looking for a temporary dental assistant for 6-8 weeks, Monday, Tuesday and Thursday, 7 am - 5 pm. Contact Dr. Bevans at (541) 913-0619 for more information.

Mission Dental in Eugene is hiring for an immediate hygienist position. Contact Mindy at (541) 344-6199 for more information.

Oral surgeon specialty practice seeking a full-time or part-time x-ray certified assistant. The right individual will be compassionate, good character, detail oriented and have a positive attitude. Teamwork and flexibility is a must. Position available for full-time or part-time employment. Full-time position receives paid time off, holiday pay and 401k benefits. Experience with surgical procedures and IV sedation preferred but not required. We encourage applicants to apply even with limited experience, we will train. We care about our patients and employees safety. Our office is equipped with high grade HEPA filter systems and we operate with MaxAir purifying respirator helmets. Please email or drop off resume to our office. We look forward to hearing from you. Dr. John Villano, DDS, 2233 Willamette St Bldg G, Eugene, OR 97405 info@eugeneoralsurgery.com

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February Executive Council Meeting Minutes

Executive Council Meeting Minutes
January 4, 2022
 Attending: Elizabeth Vivona Dow,
 Kevin Sweeney, Andrew Dow, Carly
 Peterschmidt, Dan Frederickson, Ivan
 Paskalev, Casey Thein
 Absent: Jordan Lentfer, Vilija Hudson,
 Matt Bahen
 Meeting called to order: 5:30pm by
 Kevin Sweeney
 General Order of Business:
 Reading of Antitrust Policy
 Approval of Minutes from December
 Meeting
 Financial update
 - Budget to Actual Year to Date / 2022
 Budget - council reviewed and ap-
 proved
 - Profit and Loss Comparison by Year
 - reviewed
 - Balance Sheet Comparison by Year -
 reviewed
 - Collection Process of CE Payments
 - Aptify is linked to Paypal - council
 approved continuing to use Paypal
 Financial Planning
 - Sponsorship and Advertisers
 - Suggestion: look at medical society's
 publication
 LCDS Business Meeting: February 22,
 2022 with Infection Control
 - Election discussion

- Recruitment of New Council Mem-
 bers: Nissa will compile a list of
 interest
 - Open Positions
 a. President Elect
 b. Secretary
 c. Members at large (need 5 total)
 CE Reports
 - Past CE - 12/14/21 5:30 Risk manage-
 ment: Program Feedback
 - Future CE - 1/18/2022 Dental
 Esthetics (redo): need 15 registered
 (have 6) - 2/22/2022 Infection Control
 & Business Meeting – Cindy Hull 2.
 5:30 – 8:00 PM, business meeting in
 middle - April 7-9: Oregon Dental
 Conference: In person/online/& hy-
 brid options.
 - 4/22/2022: Endodontics Revisited –
 Dr. Anne Koch
 - Venue quest: LCC w/ social distanc-
 ing
 a. Up to 35 participants
 b. Chris Leighton from Brasseler USA
 Sponsoring Event - Other possible
 CE - Transponder - may fulfill cultur-
 al competency requirement by OHA
 - How to get OHA approval for this
 CE c. [https://www.oregon.gov/oha/
 OEI/Pages/CCCE.aspx](https://www.oregon.gov/oha/OEI/Pages/CCCE.aspx) Publications
 - Newsletter updates - Working on
 January/February Deadline for articles

Dec 15, out to print early February -
 Membership Directory - Working on
 January distribution. - Eblasts/ LCDS
 eNews - Put out eNews blast about
 upcoming CE's, Membership directo-
 ry, and Membership Survey
 Website Updates
 - Revised Director page
 - Fixed subscription to Enews link
 - Discovered that the membership
 portion of the website hasn't been
 updated in a long-time. Does not
 appear to be used often. Disabled for
 now, classifieds need to be submitted
 via email.
 E.D. Priorities
 b. January/February Newsletter
 c. Compile list of potential executive
 council members for 2022
 d. 2022 Member Directory
 e. Cerp Certification
 f. Venue for April CE - done
 g. Promote CE's for January and Feb-
 ruary
 Next Meeting: February 1, 2022 @
 5:30pm via Zoom
 Meeting adjourned at 6:40pm

 Minutes respectfully submitted by,

 Elizabeth Vivona Dow, DDS
 Secretary, LCDS

White Bird Dental Clinic Report

Kim Freuen



White Bird Clinic is beginning to see patients return for care. Covid is still causing disruptions in our staff and scheduling. We look forward to endemic instead of pandemic. Spring has brought the Lane Community College dental assistants rotation to our program. We also have the LCC hygiene program rotating in to provide SRP's for our patients. These great programs help reduce our program costs.

We are looking forward to the next rotation of fourth year dental students. We are wishing our 2022 farewell this week. We are negotiating to have the students work at SERBU on Fridays with our staff. Thanks for all the donations of dental supplies. We have had donations dropped off at our front office. If you need a tax receipt, please let us know.

Dr. Ben Meyer has returned full time as our dental director. Under his guidance we are improving our processes. We are pleased to have him back in the clinic.

Lane County Dental Society

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**May/June 2022
Lane County Dental Society
Officers, Directors, and Staff**

President: Jordan Lentfer, DMD

Secretary: Ivan Paskalev, DMD

Treasurer: Carly Peterschmidt, DMD

Past President: Kevin Sweeney, DDS, MD

President Elect: Open

Directors at Large:

Matt Bahen, DMD

Andrew Dow, DMD

Evan Harpster, DDS

Christina Sola Martin, DDS

Elizabeth Vivona Dow, DMD

Executive Director: Nissa Newton



**LANE COUNTY
DENTAL SOCIETY**

Upcoming Events

June 3, 2022, 10 am - 12 pm
Dental Marketing and Practice Growth (2 CE)
Cory Roletto, MBA
Lane Community College

September 13, 2022 5:30 - 8:00 pm Hop Valley Barrel Room
Dentist Social at Hop Valley Brewing Co. in Eugene

October 14, 2022, 9 am - 12 pm
Learn to Practice Pain Free (3 CE)
Dr. Noëlle Santucci, DDS and Justin Jellin, DPT
Lane Community College

November 12-13, 9am - 4pm
Caring Hands Worldwide Annual Free Dental Clinic
Lane County Fairgrounds Auditorium

December 16, 2022 9am - 2 pm
The Christensen Bottom Line (4 CE)
Dr. Gordon Christensen, DDS, MSD, PhD
Lane Community College