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# MEMBERSHIP GUIDE

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2022

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Unlimited access to the nation’s only full-time dental regulatory attorney

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Lifelong learning is at the center of the DOCS Education community. Membership includes **one new free online CE course each month**; a vast archive of dentist and team-training classes and materials; and preferred pricing for all of our live conferences and events

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Each year, over one hundred thousand patients turn to us seeking a trustworthy dentist

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Professionally trained sedation team members allow you to focus on the dentistry while they handle the rest

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Peers, mentors, and friends who stand ready to serve one another 24/7

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A member-only hotline. Help when you need it most – with a patient in the chair.

Members are eligible to earn prized Fellow and Diplomate designations, as well as to be named to our “Best-in-the-Nation Sedation Dentist” honor roll

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Our members proudly serve as goodwill ambassadors in their communities and nationwide

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Members are entitled to a plentiful buffet of additional privileges designed to keep them informed, engaged, connected, and poised for maximum success

*The DOCS Education Proclamation* .....Back Page

More than a mission statement, our Proclamation affirms who we are, how we see the world, why we do what we do, and what we strive to accomplish

Dear Doctor,

At DOCS Education, we abide by the adage: "success is a journey, not a destination." That's why our entire DOCS Education team is here to help guide you through your journey implementing and running a successful sedation practice.



Inside this brochure, you'll find more information about what you can expect as a DOCS Member and the plethora of benefits available to you, including: direct access to our DOCS Faculty when you have clinical questions, unlimited consultations with our in-house Regulatory Attorney regarding your state's requirements and marketing language, 12+ free online CE each year, a DEA-compliant Drug Log Book, training for your team, and lots more.

By becoming a member of DOCS Education, you'll take a profound step toward providing your patients with the safest and most effective sedation care. It is because of doctors like you that people who have lived in fear will finally be able to improve their health and better their lives.

Your next step is to set up an appointment with a customer service representative who can walk you or a key member of your team through each member benefit and answer any of your questions. Contact our office at 877-325-3627 to schedule a time.

Thank you for your interest in joining DOCS Education. We look forward to many years of professional association.

Sincerely,

A handwritten signature in blue ink that reads "Dr. Michael Silverman". The signature is written in a cursive, professional style.

**Michael D. Silverman, DMD, DICOI, FICD**  
President and Co-Founder

## **Contact Us!**

DOCSEducation.com  
CLR@DOCSEducation.com  
(877) 325-3627

# LEGAL and REGULATORY



## NATIONAL AND STATE RULES

DOCS Education members have unlimited access to the nation's only full-time dental regulatory counsel.

DOCS Education employs a full-time attorney because the national dental guidelines, federal policies, and state-by-state regulations are so fluid it would be next to impossible for practicing dentists to stay current with the myriad of rules that apply to them. Regulatory alert emails will be sent directly to members as soon as changes in regulations are even suggested.

Many dentists have legal questions concerning the following:

- Your state's training
- Licensing and permit requirements
- Standard-of-care protocols and equipment requirements
- Patient complaints
- Dental board investigations
- Advertising standards



J. Kathleen Marcus, J.D., DOCS'  
Regulatory Counsel

Our Regulatory Counsel will provide you definitive, clear-cut answers to all of the above. It's like having your own Regulatory Counsel on retainer.

Best of all, while non-members may have to wait days or even weeks when they ask their state dental board for clarification, our responses are always prompt and concise.

# CONTINUING EDUCATION

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Leslie Fang, MD, Medical Director

At our core, we are educators, whose focus first and foremost is on patient safety.

Our “classrooms” include home offices, hotel conference rooms, universities, dental offices, and websites. We offer Interactive (((Live))) Streaming courses, in-person lectures, video instruction, timely publications and white papers, and a vast archive of other educational materials.

Wherever they are, whenever they have time, our members can tap into a wealth of rewarding, proprietary continuing education opportunities.

All of our courses are distinctive; renowned for their instructional methods that include active engagement, rigorous learning, curricula that have been refined and polished by real-world application, and a splash of fun to ensure that what we teach is memorable, actionable, and enjoyable.

DOCS Education is an AGD PACE-approved education provider. All of our featured courses offer CE credits that help fulfill your state's requirements, in addition to any specialized training that is necessary to obtain or renew state-by-state sedation permits. (Always check your state dental board regulations to verify the latest requirements.)

When you complete a DOCS Education class, you *will* recall what you learned. Moreover, our courses are designed so you can begin applying your newfound knowledge immediately.

# CONTINUING EDUCATION



**12+ hours of NEW  
online continuing  
education each year,  
valued at \$1,200**

Anthony Feck, DMD, Course  
Instructor and Dean of Faculty

As a member in good standing with DOCS Education, you are entitled to earn free online CE credits by taking exclusive one-hour courses that are innovative, interactive, and engaging.

At least once per month, from the comfort of your home or office, you can expand your professional proficiency; learning from one or more members of our distinguished DOCS Education faculty.

DOCS Education's expanding online curriculum, including our new Study in Place™ bimonthly webinar series, extends your CE training far beyond our basic sedation and recertification core. When the learning is this relevant, effective, and convenient (not to mention free), why wouldn't you take advantage of this special membership privilege?

Be sure to watch your DOCS Education Member Dashboard, under the "My Courses" heading, to discover what new monthly free CE course has been added.

# CONTINUING EDUCATION



## FACULTY

Individually, each of the DOCS Education instructors who teach our live and video courses is a highly accomplished dentist. Collectively, our faculty rises to a league of their own; unequaled for their knowledge, experience, teaching talents, and – most importantly – effectiveness.

In short, they teach what they practice.

Since 1999, DOCS Education courses have been taught by some of the nation's most renowned dental leaders and educators.

DOCS Education members are always first in line to receive invitations to participate in the wide variety of in-person and online courses we provide, including many at special members-only tuition pricing.

Watch your member dashboard at [DOCSEducation.com](http://DOCSEducation.com), as well as your monthly members-only newsletter, for regular notices of special webinars, free team-training courses, and our Study in Place® webinar series.

**Gold Members are entitled to bring a second team member to any three-day course absolutely free with the purchase of the first team member tuition.**

# CONTINUING EDUCATION

## OUR CORE CURRICULUM INCLUDES

- Adult Oral Sedation Dentistry
- Oral Sedation Recertification
- Safe & Effective Pediatric Sedation Dentistry
- Advanced Pediatric Airway Management
- Pediatric Advanced Life Support (PALS)
- Advanced Cardiac Life Support (ACLS)
- ACLS Recertification
- Light Sedation: N<sub>2</sub>O & Oral Sedatives
- IV Sedation Recertification

### MASTER SERIES

- Advanced Adult Sedation
- Advanced Pediatric Sedation
- Advanced Medicine in Dentistry
- IV Sedation Certification

## MASTER SERIES – ADVANCED SEDATION

With every year, ASA III+ patients are becoming a larger portion of your patient population. DOCS faculty members Anthony S. Feck, DMD, and Leslie Fang, MD, PhD,



have developed an advanced clinical training course for general dentists in the pharmacology, physiology, psychology, and clinical techniques necessary to **safely sedate medically complex patients**. This master-level, case-centric program will provide the knowledge and confidence you need to expand your patient base.

# CONTINUING EDUCATION

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## IV SEDATION CERTIFICATION

In affiliation with Idaho State University and Meharry Medical College, DOCS Education offers a unique and time-saving IV Sedation training program that meets or exceeds the ADA's Guidelines for the Use of Sedation and General Anesthesia by Dentists. You'll earn 90 hours of CE and have 20+ live patient experiences. The majority of the didactic training is completed at home, meaning your time away from the office is limited to a single 4-day clinical session (Wed-Sat). Upon completion, you'll have the knowledge, clinical skills, and permit qualifications to properly select and safely administer effective IV and oral minimal and moderate sedation in an outpatient dental setting.



# NEW PATIENTS

## SEDATIONCARE.COM

Each year, **over one hundred thousand highly fearful patients** seek a trustworthy sedation dentist with the appropriate background, training, and experience. These patients turn to SedationCare.com for instant connection to a DOCS member in their area.

Your complimentary listing on this popular sedation provider search website is an exclusive privilege accorded to DOCS Education members as a testament to their commitment to dental excellence, education, and public service.

**Gold Members receive a Premium Listing — including top billing in a larger geographic area search and an optional professional headshot that helps fearful patients feel more comfortable about contacting you.**

### Here's a Snapshot of the numbers you can expect from SedationCare.



<b>Number of Total Users</b>	<b>5,798</b>
<b>Number of New Users</b>	<b>5,942</b>
<b>Total Number of Searches</b>	<b>3,071</b>
<b>Average Session Duration</b>	<b>1:12</b>

\*Numbers are monthly averages from January to December 2021

# TEAM FOCUS

## TEAM MEMBER TRAINING (NEW!)

Nothing makes a sedation dentistry practice more successful than a skilled and qualified staff.

Professionally trained sedation team members enable the doctor to focus on the clinical side of sedation dentistry while they handle the implementation and rollout of services. The team can confidently answer sedation questions and employ specialized techniques to work with fearful patients, avoiding triggers and ensuring the highest client satisfaction.

To support our members' most valuable asset – their team – DOCS Education is offering a *NEW* DOCS Team Membership. **GOLD Membership** automatically includes 2 of these memberships.

### Team Membership includes:

#### Online educational opportunities:

- Oral Sedation Dentistry Team
- Emergency Medical Training
- Phone Training

#### An online community forum

#### Credentialing for hygienists

#### Unlimited access to online resources and practice management tools

#### Direct access to DOCS' Regulatory Counsel for guidance

#### And more coming soon!

We invite our GOLD Members to register their **2 FREE Team Members today.**

If you're a Standard Member, consider upgrading to GOLD membership. Or just add team membership for only \$10/month per person.

# COMMUNITY



## ELITEDOCS FORUM

The glue that binds us is EliteDOCS Forum, a members-only online platform that connects dentists to one another – and to our world-class faculty – 24/7. There are always friendly and knowledgeable fellow dentists online who are happy to respond to requests for advice and support.

Do you have pharmacology, protocol, practice management, equipment/drug, or regulatory questions you'd like answered? You'll find help and a vast library of actual case studies on EliteDOCS.



You'll also enjoy having the opportunity to share your expertise and experience with other members who are in need of advice.

EliteDOCS is a secure, safe forum designed just for you.

Topic	Replies	Last reply
<b>17 yo F being treated for depression on 3 meds</b> By nhughes 2 weeks 1 day ago	2 2 new posts	By Jerome.Wellbrock 1 week 4 days ago
<b>flumazenil shelf life</b> By jbburley 2 weeks 2 days ago	2 2 new posts	By jbburley 1 week 4 days ago
<b>How to dose when patient takes ALPRAZOLAM</b> By Maria.Szmigiel 2 weeks 1 day ago	1 1 new post	By ACarroccia 2 weeks 1 day ago
<b>Antibiotics</b> By Alexander.Osinovsky 1 month 1 week ago	2 1 new post	By Alexander.Osinovsky 3 weeks 2 days ago

# ON-CALL COACHING

## PATIENT-IN-CHAIR FACULTY COACHING

One of the most highly prized privileges of DOCS Education membership is the peace of mind that comes with knowing that if you have a patient in the chair and face a quandary about what to do next, a member of our esteemed faculty is just a phone call away.

Our members-only telephone hotline enables you to quickly connect with one of our on-call faculty experts who helps teach and update the protocols taught by DOCS Education for safe sedation dentistry.

With superior training and strong peer-to-peer networking, most DOCS Education members will never need this assistance, but like auto or fire insurance, it's great to know you're covered should the unexpected ever arise.



Philip Harper, DMD, FAGD, receiving his DOCS fellowship diploma.

## PEER RECOGNITION

DOCS Education bestows on its most dedicated members the distinguished Fellow [FDOCS] or Diplomate [DDOCS] title, awarded for completing exceptional course and clinical work. These dentists are widely recognized as the “elite of the elite.”

# COMMUNITY INVOLVEMENT

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## **PROFESSIONAL ACTIVISM**

DOCS Education membership does much more than monitor national and state-wide dental guidelines and regulations. We work proactively to help shape them.

From its founding, DOCS Education members have fought to reduce unnecessary regulation and interference from special interest groups that raise the cost of dental care without benefiting patients.

Access to care is a top DOCS Education priority, as we are pledged to make quality dental care available to as many people as possible.

DOCS Education regularly enlist dentists from the ranks of our members to meet with state dental examiners and other regulators to promote the science of safe sedation dentistry. Annually, our team and many members attend the national conventions of major dental groups to serve as ambassadors of sedation dentistry.

Although we don't win every battle, our efforts have consistently resulted in wiser sedation regulations and greater accessibility to care for patients.

If as an active member you'd like to volunteer to help us in our professional activism, please express your interest to Coni Fadigan, our Chief of Staff, at [Coni@DOCSEdu.com](mailto:Coni@DOCSEdu.com).

## **PRO BONO WORK**

We're so proud that DOCS Education members travel the nation and the world to provide pro bono dental care and participate in other volunteer programs.

That is not to understate the thousands of hours a year collectively that our members donate to needy patients right in their very own communities.

DOCS Education courses and membership programs are specifically designed to encourage lifelong dedication to public service.

# OTHER PRIVILEGES

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*DOCS Education is always looking for fresh opportunities to keep our members informed, engaged, connected, entertained, and poised for maximum success.*



## **DOCS EDUCATION CONCIERGE SERVICES**

The DOCS Education Membership Loyalty Team consists of a full-time veteran staff that is available to help you get the most out of your membership.

Our loyalty team can help you connect with one of our faculty members to obtain one-on-one advice; ensure you receive members-only savings on our courses and equipment; explain features of our members-only dashboard and web content; and recommend appropriate courses for you and your staff.

Get to know one of our loyalty team professionals at 877-325-3627. How can we be of service?

# OTHER PRIVILEGES

## TIMELY PUBLICATIONS

For cutting-edge dental news and features, DOCS Education members need look no further than their inbox. *Incisor*, our award-winning bi-weekly eNewsletter, is a living encyclopedia of relevant, timely, and actionable information for all oral health professionals.



Produced by a team of award-winning journalists, under the direction of DOCS Education's distinguished faculty, *Incisor* articles include the latest protocol updates, case studies, technologies, practice management strategies, peer profiles, and courses and events of interest.



# INCISOR

In addition to receiving all fresh editions of *Incisor*, DOCS Education members have

exclusive access to the vast archives of past *Incisor* editions dating back nearly a decade. The archives are a unique resource for anyone in need of in-depth research on sedation dentistry and related topics.



# OTHER PRIVILEGES

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## CLINICAL RESOURCES

Every DOCS Education member receives a Drug Log Book annually that simplifies DEA requirements for drug inventory and dispensing. It has been recently updated to reflect the new DEA rules for disposal and features upgraded Security Paper, ensuring that patient data and practice records remain safe! Our Sedation Dentistry Guidebook (SDG) provides you with a checklist of the exact steps you'll need to put your sedation skills to use. A host of other forms, templates, and worksheets are also available.

GOLD Members can request an additional two Drug Log Books every year.

Ask any member of our DOCS Education Loyalty Team about online and phone training, how to use the DEA-compliant Drug Log Book, and more.



## YEAR-ROUND MEMBERSHIP SAVINGS

Maintaining state-of-the-art equipment and fresh supplies is vital for every dental practice.

By harnessing our collective purchasing clout, DOCS Education can make many practice tools, as well as software, educational and marketing materials, and practice services available to you at members-only prices.

Members also enjoy preferred tuition rates and team discounts for most of our in-person classes. Contact any of our Membership Loyalty Team members to learn what discounts you're entitled to receive.

# “AS GOOD AS GOLD”



Membership Benefits Includes:	Standard	
<b>Legal &amp; Regulatory Support By Our Full-Time Counsel</b> <ul style="list-style-type: none"> <li>State licensing and permit requirements</li> <li>Standard-of-care protocols and equipment requirements</li> <li>Patient complaints and dental board investigations</li> <li>Advertising standards</li> </ul>	UNLIMITED ACCESS	UNLIMITED ACCESS
<b>Course &amp; Equipment Discounts</b> <ul style="list-style-type: none"> <li>Up to 18% off courses</li> <li>Up to 10% off equipment at MedDent Safety &amp; Supply Co.</li> </ul>	YES	YES
<b>EliteDOCS Forum</b> <ul style="list-style-type: none"> <li>24-hour access to topics like pharmacology, protocols &amp; case studies, patient management, pediatric dentistry, and IV sedation</li> <li>Receive answers from colleagues and DOCS faculty</li> </ul>	YES	YES
<b>On-Call Coaching</b> <ul style="list-style-type: none"> <li>Access to DOCS faculty members for a one-on-one call to answer questions if you have a patient in the chair and face a quandary</li> </ul>	YES	YES
<b>New Drug Logbook Each Calendar Year</b> <ul style="list-style-type: none"> <li>Simplifies DEA requirements for drug inventory and dispensing</li> <li><b>GOLD Members</b> can request an additional 2 books per year</li> </ul>	YES	PREMIUM
<b>Members-Only Website Access</b> <ul style="list-style-type: none"> <li>Implementation guides and marketing, clinical, and scientific resources</li> <li>We Believe in Smiles™ video code</li> <li><b>GOLD Members</b> have access to exclusive resources, online courses &amp; more</li> </ul>	BASIC	PREMIUM
<b>SedationCare.com Listing</b> <ul style="list-style-type: none"> <li>North America's leading web portal for finding sedation dentists – 10,000-12,000 unique visits monthly</li> <li><b>GOLD Members</b> receive premium listing: top billing in larger geographic area searches and optional professional headshot</li> </ul>	BASIC	PREMIUM
<b>Free Online CE Courses</b> <ul style="list-style-type: none"> <li>Study in Place® Monthly Webinars</li> <li>Earn CE hours from the comfort of your home or office</li> <li><b>GOLD Members</b> receive access to an additional 9 hours of CE per year</li> </ul>	12 CE PER YEAR	21 CE PER YEAR
<b>Team Membership</b> <ul style="list-style-type: none"> <li>Professionally trained sedation team members allow you to focus on dentistry while they handle the rest</li> <li>Includes online training for phone, sedation, and emergency response credentialing opportunities, team resources, and more</li> </ul>	\$10/PP/MO	2 MEMBERSHIPS INCLUDED
<b>BOGO Team Member Tuition</b> <ul style="list-style-type: none"> <li>Buy one team member tuition, get another for free – save up to \$860 each time!</li> </ul>	NO	YES
<b>Walk in the Park: A Patient's Guide to Sedation Dentistry Subscription</b> <ul style="list-style-type: none"> <li>Online videos that presell viewers on the benefits of sedation dentistry</li> </ul>	NO	FREE FOR 1 YEAR
<b>InspectionPass Subscription</b> <ul style="list-style-type: none"> <li>Digital guide designed to help dental offices quickly prepare and pass state-mandated office inspections for sedation certification</li> </ul>	NO	YES
<b>Sedation &amp; Marketing Resources</b> <ul style="list-style-type: none"> <li>Packet of 50 sedation dentistry brochures, custom digital marketing ad, and GOLD Member logo to put on your website</li> </ul>	NO	YES



— **WE BELIEVE** —  
IN THE MAGIC OF A HEALTHY SMILE

WE HOLD ORAL HEALTH TO BE **CRITICAL** TO OVERALL  
**WELL-BEING** AND **QUALITY OF LIFE**

WE VIEW **EDUCATION** AS  
A **LIFELONG PURSUIT**  
WE UTILIZE **INNOVATIVE**  
**TEACHING METHODS** AND **TECHNOLOGIES**  
THAT ENCOURAGE PARTICIPATION AND ENSURE MAXIMUM COMPETENCE

WE **INSPIRE**  
DEDICATION **TO PUBLIC SERVICE**

WE **EDUCATE** AND **TRAIN DENTISTS**  
SO THAT THEY CAN MAKE **QUALITY CARE** AVAILABLE  
**TO AS MANY PEOPLE AS POSSIBLE**

— WE HAVE **FOUGHT** —  
AND INTEND TO **KEEP FIGHTING**  
POWERFUL SPECIAL INTERESTS THAT  
PROMOTE **UNNECESSARY REGULATION**  
AND INTERFERENCE THAT **RAISE**  
THE **COST OF DENTAL CARE**  
WITHOUT **BENEFITING PATIENTS**

— **WE ARE DOCS EDUCATION** —  
THE NATION'S LEADING PROVIDER  
OF **SAFE** SEDATION TRAINING AND OTHER COURSES  
FOR DENTISTS AND THEIR TEAM

— **WE INVITE YOU** —  
TO TAKE ONE OF OUR CLASSES  
BECOME A MEMBER AND JOIN OUR NATIONWIDE  
**WE BELIEVE IN SMILES™** CAMPAIGN