

# 2020 PRACTICE MANAGEMENT COURSE FACULTY



## **Co-Chair**

**Paul J. Jacobs, DDS, D,ABDSM**, is a third generation dentist, practicing general, cosmetic and sleep dentistry. He speaks nationally to dental and medical groups and is an expert in practice management including systems, leadership and team building. A 1983 graduate of the University of Detroit School of Dentistry, he is a global leader in bacterial DNA testing for periodontal pathogens and non-surgical periodontal therapy. He is a Diplomate of the ABDSM and serves on the Facility Accreditation Committee. He is also the Dental Director of Upper Peninsula Sleep Dentistry which is an Accredited Facility by the AADSM.

## **Co-Chair**

**Ken Mogell, DMD**, has been practicing dentistry in Boca Raton for 35 years. His practice is limited to treating patients diagnosed with Sleep Disordered Breathing. Dr. Mogell's office locations are located in Boca Raton, Jupiter, Vero Beach and Melbourne, Florida. Dr. Mogell has developed a practice that relies primarily on physician referral for the practice's new patients.

Dr. Mogell received his Doctor of Medical Dentistry degree from the University of Florida in 1984. He currently serves on the Editorial Advisory Board for the journal Sleep Review. He is a Diplomate of the American Academy of Dental Sleep Medicine and the American Board of Craniofacial Dental Sleep Medicine.

When he isn't focused on sleep, Dr. Mogell enjoys traveling, working out, cheering on his Seminoles and Florida Panthers and spending time with his family, including his two dogs.



**Michelle Cantwell, DMD, D. ABDSM** is a graduate of Wilkes University and the University of Pittsburgh, School of Dental Medicine. Following graduation, she completed a three-year residency in prosthodontics and served on active duty service as a Lieutenant Commander in the US Navy. She became a Diplomate of the ABDSM in 2014. In 2018, she merged her dental sleep medicine practice into the Pulmonary & Sleep Medicine Department of Wellspan Hospital. She currently lives in Lancaster, PA with her husband Steve and their daughters.

**Scott Craig** has 19 years of experience as an entrepreneur in the medical equipment, service and supply industries. He is a recipient of the American Academy of Dental Sleep Medicine's (AADSM) 2014 Clinical Research Award. He is also a member of the American Academy of Sleep Medicine and the Illinois Sleep Society. Scott has served as CEO of Midwest Dental Sleep Center (MDSC) since 2007. Under his leadership, MDSC has become one of the largest and most respected dental sleep medicine clinics in the country. The center is AADSM accredited and has five diplomates of the American Board of Dental Sleep Medicine with five locations serving the Chicago-land area. MDSC is one of a handful of multi-center clinics in the world focused exclusively on providing Dental Sleep Medicine services to patients suffering from sleep related breathing disorders.



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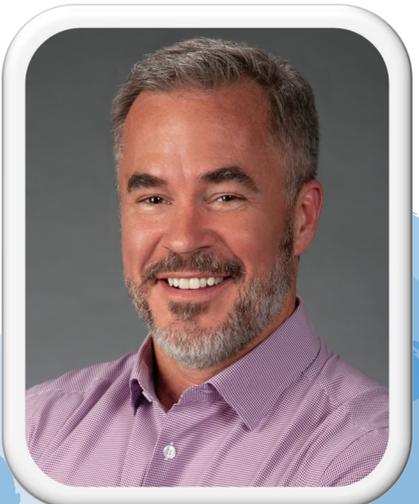
**Michael Hnat, DABDSM, DABCDSM** is Dental Director of Pittsburgh Dental Sleep Medicine in McMurray, PA. His dental sleep medicine facility has been accredited by the AADSM since 2012. His practice focus is in dental sleep medicine and the treatment of temporomandibular disorders. Dr Hnat holds Diplomate status with the American Board of Dental Sleep Medicine and the American Board of Craniofacial Dental Sleep Medicine. He currently serves as Chair of the Accreditation and the Professional Ethics Committees of the AADSM. As Clinical Assistant Professor at the West Virginia University School of Dentistry he teaches dental sleep medicine to the dental and hygiene students and provides oral appliance therapy to patients in the Faculty clinic. He lectures nationally and internationally to dentists and other health professionals and his passion in this field is evident in the standard of care delivered to his patients and in his lectures

**Brianna McKinney** is the founder and president of Bloom Communications, an integrated communication agency bridging the gap between the marketing, market research, and public relations disciplines. Since 2012, Bloom has provided strategic consulting services exclusively to organizations making an impact in their communities. With specialization in nonprofit and healthcare, Bloom represents clients in a variety of industries from its offices in Austin, Texas and Portland, Oregon. Brianna also currently serves on the Board of Directors for AGE of Central Texas and NAMI Central Texas. Additionally, Brianna is investing her professional volunteer time on two marketing task forces – one for the National Psoriasis Foundation and another for Hand to Hold. In addition to serving in these capacities, she is an active member of Ballet Austin Guild.



**Mark Murphy, DDS**, is the Principal of Funktional Consulting, Lead Faculty for Clinical Education at ProSomnus Sleep Technologies, serves on the Guest Faculty at the UDM School of Dentistry and as a Regular Presenter on Leadership at the Pankey Institute. He has served on the Boards of Directors of the Pankey Institute, National Association of Dental Laboratories, the Identallooy Council, the Foundation for Dental Laboratory Technology, St. Vincent DePaul's Dental Center and the Dental Advisor. He lectures internationally on Leadership, Practice Management, Communication, Case Acceptance, Planning, Occlusion, Sleep and TMD.

**Jeff Rodgers, DMD, D-ABDSM, D-ASBA**, has been in private practice for over 20 years, specializing in both general dentistry (primarily restorative, implant, and cosmetic dentistry) and dental sleep medicine. A Diplomate of both the American Board of Dental Sleep Medicine (ABDSM) and the American Sleep and Breathing Academy (ASBA), Rodgers is a board-certified expert in sleep, treating patients who suffer from sleep breathing disorders at his practice Sleep Better Georgia in Dunwoody, Ga. Dr. Rodgers earned a BS in biology from Lee University in Cleveland, TN and is a 1995 graduate of the University of Alabama School of Dentistry.



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**Belinda Postol, RN** has been actively involved with her husband's dental practice from its inception in 1995. As the business manager, she is involved with all aspects of the practice. Since 2007, she has been intricately involved with dental sleep medicine, developing protocols and strategies for insurance, communication with sleep physicians, and consultations with patients. She has trained with dental sleep physicians around the country and brings both a thorough knowledge of obstructive sleep apnea and understanding of the medical arena. She has spoken across the country with the AADSM and University based programs. In addition to working at the dental practice, Belinda continues to work at SSM Health Cardinal Glennon Children's Hospital on a part time basis and is completing her Certification in Clinical Sleep Health.

**Dominic Sawaya, JD, MPPA** is the AADSM's Health Policy Manager. He earned his MA in Public Policy and Administration from Northwestern University, JD from the University of Detroit Mercy, and BA from Michigan State University. Dominic has extensive experience in health policy and government affairs. Prior to joining the AADSM, he was part of the management team at Prevail Health, where he worked on a variety of health policy and compliance issues and was instrumental in helping the health tech company maintain their federal government contract.



**David Schwartz, DDS**, is a graduate of Indiana University and the University of Illinois College of Dentistry and enjoys many fields of dentistry and has had a concentration in Dental Sleep Medicine for the last 22 years. He started the dental component of and is currently director of Dental Sleep Medicine at The Center for Sleep Medicine in the Chicago-land area locations. He has lectured at various study clubs and dental organizations including The American Academy of Dental Sleep Medicine, The American Dental Association, Northwest Indiana Dental Society, Chicago Dental Society, and most recently at Fort Bliss in el Paso to train dentist to treat deploying troops suffering from sleep apnea. He along with other faculty members, created the Board Review Course given annually to better prepare candidates for taking the American Board of Dental Sleep Medicine examination. He was the Chair of the Advanced course for the AADSM in 2013, and has served on the Insurance Reimbursement Committee, Accreditation Committee, American Board of Dental Sleep Medicine Question Writing committee and currently serves on the Education Committee and is a Director at large on the Board of Directors for the Academy of Dental Sleep Medicine. He is a Diplomate of the American Board of Dental Sleep Medicine and is the current President-Elect of the AADSM.



**Emerson Wickwire, PhD**, is Associate Professor of Psychiatry and Medicine at the University of Maryland School of Medicine, where he directs the insomnia program. He completed his advanced training in sleep at Johns Hopkins School of Medicine, where he also served as Assistant Professor. Dr. Wickwire is one of the rare individuals in the field of sleep who has "worn both hats." He previously co-founded a community-based, comprehensive sleep health center, which became a model for comprehensive centers throughout the country. Since returning to academia, Dr. Wickwire's research into the health economics of sleep disorders and leveraging technology to improve patient care has received over \$3 million in support from the AASM Foundation, Department of Defense, Merck, and ResMed.

