

Treating People Not Patients



LIVE CE WEBCAST

PROGRAM DESCRIPTION:

Ideal dental and medical care involves treatment of the entire patient. However, this is not always the case. Health care providers, including both dentists and physicians, are often taught to perform procedures, not comprehensive patient care. Dental school training oftentimes focuses on the mastery of individual skills and technical procedures. The upshot of the current dental model is a reduced acceptance of treatment that is not in the patient's or health care provider's best interest. The mission is to establish healthy relationships based on trust and shared decision-making among the patient, doctor, and staff. This begins with a comprehensive examination and treatment plan, with the understanding that a healthy periodontium is the foundation of a healthy mouth and hence all dentistry. Achieving acceptance of treatment that is in the patient's best interest and that aligns with their goals, involves an approach that differs greatly from the traditional report of findings and list of procedures. This program will review the important patient communication techniques that successfully lead to patients saying "yes" to comprehensive dental treatment. The science and thought process which leads to predictable decisions will be elucidated.

Program Fee
Complimentary

CE Credit
1.5

PROGRAM OBJECTIVES:

At the completion of the program, participants should be able to:

- Perform a comprehensive diagnosis and treatment plan.
- Achieve a greater patient acceptance of comprehensive treatment.
- Establish rapport, trust and engagement with the patient.
- Know the value of supportive periodontal therapy including CT grafts, aesthetic crown lengthening, bone grafting, and aesthetic implant placement.



Michael Sonick, DMD

Dr. Sonick is a graduate of Colgate University, the University of Connecticut School of Dental Medicine, and Emory University School of Dentistry in Periodontics. He currently is a Guest Lecturer at New York University School of Dentistry in their international dental program and a former Clinical Assistant Professor in the Department of Surgery at Yale University School of Medicine. Dr. Sonick is Founder and Director of the Fairfield County Dental Club and Sonick Seminars. He lectures, both domestically and internationally, and maintains a private practice, devoted to Periodontics, in Fairfield, CT.†

DATE/TIMES: March 31, 2020

2:00 – 3:30 pm EDT (New York)

1:00 pm (CDT), 12:00 pm (MDT), 11:00 am (PDT)

7:00 – 8:30 pm EDT (New York)

6:00 pm (CDT), 5:00 pm (MDT), 4:00 pm (PDT)

REGISTER:

2PM: <https://cvent.me/zRrZq1>

7PM: <https://cvent.me/zRrZ4V>

Call: 1-561-776-6838

Email: webcasts@zimmerbiomet.com

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1/1/2019 to 12/31/2020
Provider ID# 208673

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