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 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

Brought To You By
ZIMMER BIOMET Institute

REGISTRATION AND CANCELLATION POLICY: Registration is limited to practicing clinicians. Zimmer Biomet Dental reserves the right to cancel or substitute this program.

TRANSPARENCY REPORTING: All payments and “transfer of value” items provided to health care providers will be reported as required by federal and state laws and regulations. “Transfer of value” items include meals and continuing dental education credits. “The fair market value of this complimentary program will be reported as required under any transparency laws applicable in your region. In the USA, the reportable value per credit hour is USD $50.

The information being presented is of a general nature and is for dental education purposes only. The information includes descriptions of conditions that a healthcare professional may encounter and treatment options that may be considered for those conditions. Because this information does not purport to constitute any diagnostic or therapeutic statement with regard to any individual medical/dental case, each patient must be examined and advised individually, and this information does not replace the need for such examination and/or advice in whole or in part. Each healthcare professional should exercise his or her own independent judgment in the diagnosis and treatment of an individual patient, and this information does not purport to replace the comprehensive training clinicians have received.

All references to Zimmer Biomet Dental contained herein refer to the dental subsidiaries of Zimmer Biomet Holdings, Inc. Unless otherwise disclosed or referenced, all products are manufactured by one or more of the dental subsidiaries of Zimmer Biomet Holdings, Inc. and marketed and distributed by Zimmer Biomet Dental and its authorized marketing partners. ADA CERP is a registered trademark of the American Dental Association. AGD, Academy of General Dentistry and the PACE logo are trademarks of the Academy of General Dentistry. This material is intended for clinicians only and does not comprise medical advice or recommendations. Distribution to any other recipient is prohibited. fFeatured speakers have a financial relationship with Zimmer Biomet Dental resulting from speaking engagements, consulting engagements and other retained services. EDU755 (EDU257, EDU270) REV B 03/20 ©2020 Zimmer Biomet. All rights reserved.