

# What You Need to Know to Help Your Patients Say YES

In Association with **North County Oral Facial Surgery Center**

**Thursday, November 15, 2018**

## PROGRAM DESCRIPTION

Your patients are consumers and dentistry for the most part remains an elective service, leaving dental professionals vying for the expendable dollars of patients. We have all heard, "people buy what they want, not what they need." Dentistry is not excluded from this value statement. How then do we compete against the major expendable income choices of our patients, such as smartphones, vacations and entertainment?

This program focuses on the foundational approach to establish clearly defined value building exercises with patients, yielding an increase in value for your dentistry and motivated patient. Emphasis on effective prompting between hygienist and dentist will elevate simple best practices you can implement Monday morning.



## LEARNING OBJECTIVES

- Understand what patients expect, need and want from their dental experience
- Implement simple and effective communication to enhance treatment acceptance
- Identify your value proposition, what is in it for your patient
- Understand best practices for handling the most common objections
- Implement effective prompting messaging to ensure effective communication
- Establish monitors to record and track your success

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Speaker	Kathi Carlson, CDA, FADIA	SAC	Straightforward
Date	Thursday, November 15, 2018	Type	Lecture
Time	5:30 PM – 6:00 PM      Registration 6:00 PM – 8:00 PM      Program Dinner will be provided	CE credit	2.0 Hours
		Tuition	Complimentary
Location	North County Oral Facial Surgery Center 839 East Grand Avenue Escondido, CA 92025 760/432 8888	RSVP	Please contact Taylor Restaino at 760/466 3996 or <a href="mailto:rsvp@ncofsc.com">rsvp@ncofsc.com</a>  Questions? Contact Rita Crawford, Straumann Territory Manager at 619/241 3876 or <a href="mailto:rita.crawford@straumann.com">rita.crawford@straumann.com</a>
Audience	Dental Hygienist, General Dentist		



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6/1/2018 to 5/31/2024  
Provider ID# 210303

## SPEAKER



Kathi Carlson, CDA, FADIA is a graduate of Indiana University's Certified Dental Assisting Program, and has been in the profession of dentistry for many years with the last 25 focused on implant dentistry. She is the creator of "The Implant Consortium" and has trained implant teams nationally, as well as throughout the international dental community. Kathi is a credentialed and charismatic facilitator, offering referral programs on case presentation and the team approach to implants, as well as clinical and implant coordinator development programs that are always cutting-edge, engaging, informative and high energy! She is a Fellow and a founding Certified Educator for the Association of Dental Implant Auxiliaries (ADIA) and was the recipient of the ADIA's Educator of the Year Award in 2008. Kathi has contributed to and co-authored several implant training manuals. Her passion is patient communication, case presentation and working with referring teams to help better understand and appreciate the benefits of implants.

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### Registration Policy

- Registrations are taken on a first come, first serve basis
- Registrations are not considered final until payment is received
- Your registration will be confirmed by email within two weeks of receipt
- Partial payment cannot be accepted

### Cancellation and Refund Policy

#### Attendee Cancellation Policy

- Cancellation made 30 days or more before the course starts: Full refund
- Cancellation made 15-29 days before the course starts: 50% of the course fee will be refunded
- Cancellation made 0-14 days before the course starts: No refund
- A \$25 administration fee will apply to all cancellations

Straumann reserves the right to cancel courses that do not meet minimum enrollment. The course fee will be refunded, in full, within two weeks of cancelled course date. Attendance is not confirmed until attendee has received a letter of confirmation from the Straumann Education Department.