

Treating People Not Patients



ON-DEMAND 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

PROGRAM OBJECTIVES:

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

- Perform a comprehensive diagnosis and treatment plan.
- Establish rapport, trust and engagement with the patient.
- Achieve greater patient acceptance of comprehensive treatment.
- 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/TIME:

On-Demand Viewing

REGISTER:

Visit: zimmerbiometdental.com/on-demand

Call: 1-800-717-4143

Email: events@zimmerbiomet.com

ADA CERP®

Continuing Education Recognition Program

Zimmer Biomet Dental is an ADA CERP recognized provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.



Zimmer Dental Inc.
Nationally Approved PACE Program Provider
for FAGDMAGID credit
Approval does not imply acceptance by
any regulatory authority or AGD endorsement.
01/01/2019 to 12/31/2020
Provider #04-208673

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.

DISCLAIMER: Participants must always be aware of the hazards of using limited knowledge in integrating new techniques or procedures into their practice. Only sound evidence-based dentistry should be used in patient therapy. The information in this course is of a general nature and does not represent or constitute medical advice or recommendations and is for dental education purposes only. Zimmer Biomet Dental does not practice medicine or dentistry. Each clinician should exercise his or her own independent judgment in the diagnosis and treatment of an individual patient, and this course and information does not purport to replace the comprehensive training clinicians have received.

Unless otherwise indicated, as referenced herein, all trademarks are the property of Zimmer Biomet; and 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. This material is intended for clinicians only and does not comprise medical advice or recommendations. This material may not be copied or reprinted without the express written consent of Zimmer Biomet Dental. 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. Featured speaker has a financial relationship with Zimmer Biomet Dental resulting from speaking engagements, consulting engagements and other retained services. EDU755 (EDU257) REV B 01/19 ©2019 Zimmer Biomet. All rights reserved.



Brought To You By
ZIMMER BIOMET
Institute