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Marketing Dental Implants; Case presentation strategies to increase treatment acceptance

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The purpose of the presentation is to empower the participant to create a community of practice within their office such that all team members can understand the role which strategy, structure, internal referral, external referral, marketing materials, treatment planning, financial arrangements, mentorship programs and public implant seminars play in helping to educate & inform their patient base about dental implants; and how this can relate to increasing case acceptance by patients. This presentation will also provide you with frameworks & documents which you can use in your oral health education processes in practice to ensure that there is a shared meaning with your patients and ensure that you are satisfied with the consent process and the documents which are efficiently generated in office. Surprises are never a good thing in implant dentistry and having effective communication can be the difference between a satisfied & knowledgeable patient OR a nightmare!

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