



THE BUSINESS OF IMPLANT DENTISTRY

Marketing and communication skills go hand-in-hand with the clinical skills necessary to offer dental implant services. Bring the entire team for an opportunity to learn about the business of implant dentistry — together!

Course Description

This one-day course for dentists and staff will include topics on how to develop an implant practice - what changes need to occur as implant dentistry becomes the standard of care in your practice, treatment acceptance involving the entire team, and how to get paid without relying on insurance.

Course Objective

This course will help the entire team to obtain skills for communicating the value and benefits of implant dentistry, regardless of insurance limitations or economic factors. Upon completion of the course, attendees will also understand how to: find implant patients, create an environment that promotes implant dentistry, answer questions about dental implants, coordinate treatment, manage risks, and evaluate the financial impact implant dentistry will have on a practice. Attendees will also learn a "12 Step" system for making financial arrangements that will increase the likelihood that patients will receive care, and that the practice will receive payment for the life-changing value that is provided.

Teaching Methods

Lecture and slides

CE Credits

This course qualifies for 8 continuing education credits.

Prerequisite

No prior experience with implants is required.