

TREATING PEOPLE NOT PATIENTS

OCTOBER 1, 2021
3 HOUR CE COURSE

A Course for Dentists, Hygienists & Clinical Staff



Michael Sonick, DMD, is an internationally-known, highly-regarded authority in the field of dental implantology and periodontology. A full-time practicing periodontist in Fairfield, Connecticut, he is a Diplomate of the International Congress of Oral Implantology. Dr. Sonick is a frequent guest lecturer in the international program at New York University School of Dentistry and the University of Connecticut School of Dental Medicine. He is the co-editor of the multi-language textbook, *Implant Site Development* and serves on the editorial boards of numerous journals including the *Compendium of Continuing Education* and the *Journal of Cosmetic Dentistry*, *Inside Dentistry*, *Dentistry Today* and also writes and publishes numerous papers in peer-reviewed journals.

Course Synopsis:

Ideal healthcare involves treating the entire patient. The goal is to establish a healthy relationship based on trust and shared vision among the patient, doctor, and staff. To achieve that goal and perform treatment that is in the patient's best interest, involves an approach that is different from the traditional day-to-day clinical practice. Dr. Sonick will review the important patient communication techniques that have allowed him to build his successful fee for service practice, which is routinely booked 2-3 months in advance at a treatment acceptance rate of 90%. He will guide you through the aspects of office design and team-building that are essential to a patient-centered environment.

At the end of this presentation, the participants will know:

- How to establish Rapport, Trust and Engagement with the patient
- NLP (Neurolinguistic Programming) Models for Communication, Framing, Utilizing Motivation Triggers
- The importance of building a supportive dental team
- A 15-minute comprehensive examination

HOW TO REGISTER

Please contact Mrs. Tisha Humphrey
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Phone: 734.459.4077 | Fax: 734.459.4084

COURSE LOCATION

Laurel Manor
39000 Schoolcraft
Livonia, MI 48150

REGISTRATION FEE

\$75 for Individuals • \$125 flat fee per office
(Max Limit 8)

Registration 8:00 AM - 9:00 AM

BREAKFAST INCLUDED

COURSE

9:00 AM - 12:00 PM