

Save Lives, Reduce Risks, Grow Your Practice: Effective Oral Cancer Screening

Dr. Bregman's five short programs and break-out sessions for early oral cancer detection



Powerful, Practical, Predictable: Short programs with many practical tips that can be implemented immediately by all attendees.

Goal: Your patients and your practice are at risk

- Identify how the target population has changed regarding gender and age.
- Learn how the epidemic of Human Papilloma Virus (HPV 16/18) impacts patient risk and your exam.
- *Gardasil*® vaccine: What it is and what it is not. Should the dental profession be involved?

Goal: Sharpen your examination and critical record-keeping skills

- Oral cancer screening: it is much more than this common phrase suggests
- The parts and pieces of the complete basic cancer screening exam
- Tips to insure patient awareness of the cancer exam they are receiving
- Effective record keeping: the hedge against malpractice claims and key to effective care

Goal:

The message of a positive finding: Key steps to less stress and greater success.

- Use what you already know to set the stage for effective communication
- The four critical steps to delivering an effective message that reduce stress and enhance success

The seamless referral and follow-up: Key components of seamless GP/specialist communication

- Establish doctor to doctor line of communication to manage expectations
- The referral check list for GP and Specialist
- Business office to business office: communications and expectations
- Follow-up systems: did the patient show up?
- The two-week rule

Goal: New tools adjunctive to the basic exam

Clarify and simplify

- Reflectance technology (rinse and light): *Visilite Plus*® and *Microlux DL*®
- Fluorescence technology: *VELscope Vantage*® and *Identafi 3000*®
- The Brush Test: cytopathology

Goal: Key communication tools that simplify and de-stress the dentist/entire dental team

- The oral cancer mission statement: the power of the empowered team for maximal practice effectiveness and success
- Inform before you perform and inform as you do
- Practice, Practice, Practice!

Intended Audience:

The dentist and the entire dental team

Program Format:

1-3 hours

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