

Enhanced Oral Cancer Detection[®]

Guide Your Practice To Thrive While Saving Lives!

INTENDED AUDIENCE

The dentist and the entire dental team

PROGRAM FORMAT

1-3 hours, half-day or full day lecture hands-on workshop

SUGGESTED GROUP

Any size

Oral cancer kills one person in the US every hour. The five-year survival rate has not changed in over 40 years. It's about time... for these statistics to change.

Health care experts recommend that all adults beyond the age of 16-18 receive annual oral cancer screenings. Are we seeing everything that we should by merely doing traditional extra/intra-oral screening examinations? How effective are we really? It's about time...that we know.

This course offers a comprehensive study in four core competencies:

- Identifying the target population
- The basic screening examination process and critical record keeping skills
- Enhanced early detection tools and technologies
- Effective patient discussions: results and referral protocols

Learn how to create a 'wow' patient experience through the effectively performed and communicated oral cancer screening examination. Significantly enhance clinical effectiveness, patient care, and the financial bottom line of your practice every day.

It is about TIME... for the patient, for the practice, for the industry... and the time is NOW.

Participants Will Learn

- Four key motivating factors to fully engaging the oral cancer screening system
- How to develop a "living mission statement" for oral cancer screening in the practice
- Key statistics for oral cancer: past and present
- How to identify the changing target population for oral cancer screening examinations
- The steps to the complete visual/bi-manual white light extra/intra-oral cancer screening
- The why and how of new tools available to enhance screening
- How to create seamless referral and follow-up
- Communication skills for informed consent to perform oral cancer screening, the examination itself, delivering the difficult message of a positive finding, and creating urgency for effective patient follow-through



Dr. Jonathan A. Bregman
DDS, FAGD, CAFL
Speaker, Consultant, Coach & Author

919.949.2382

DrB@BregmanConsulting.com
www.BregmanConsulting.com
www.EndOralCancer.com