

***Just Because They Need It Doesn't Mean they'll Want It...
Strategies for Oral Health and Patient Compliance (AM)***

White Done Right: Tooth Whitening Day, Night or With a Light (PM)

Date: Friday, November 20, 2009
Time: Registration – 8:30 am; Course – 9 am – 4:30 pm
Credit: 6 hours (Scientific/Category B)
Location: Four Points by Sheraton
1938 Stanton Way
Lexington, KY
Tuition: **Before November 6** - \$225 dentist; \$110 auxiliary; \$85 auxiliary w/dentist
After November 6 - \$245 dentist; \$125 auxiliary; \$105 auxiliary w/dentist
(Fee includes continental breakfast and lunch)

Register by November 6, 2009

**Morning Session – Just Because They Need It Doesn't Mean They'll Want It ...
Strategies for Oral Health and Patient Compliance**

The morning program will focus on dealing with patients barriers that is a common struggle for dental professionals. "I can't afford it," "Do I really need that?" "I don't like to floss!" are just a few examples of common push-backs we hear from patients. Patient compliance dramatically impacts the prevention of dental diseases, as well as the long-term success of therapeutic, restorative and cosmetic procedures.

In addition to patient barriers, dental professionals face their own personal and professional barriers. If these challenges are ignored, dental professionals can experience career burnout, practice stagnation, and a loss of creativity during patient care. This interactive course allows the attendees to match reality with the science, psychology and solutions of patient success, practice success and professional growth. Attendees will examine barriers to compliance as well as explore the psychology of adopting new behaviors. Be prepared to share your 'pearls of wisdom' with your colleagues and gain a wealth of practical information.

Topics will include:

- **Oral/Systemic Link**
- **Patient Barriers**
- **Stages of Change**
- **Product "Must Haves"**
- **Successful Office Strategies**

Afternoon Session – White Done Right: Tooth Whitening Day, Night or With a Light

According to the American Academy of Cosmetic Dentistry, 95% of Americans notice teeth first. Did you know that customizing whitening therapy can maximize the final result? Learn to select a specific treatment plan based upon your patients' wants, needs, and lifestyle for the "winning grin" they expect.

Conditions such as fluorosis, hypocalcification, and tetracycline stain can influence the products we select and the outcome of treatment. With sensitivity being the number one concern with most whitening products, we will discuss prevention interventions and management of this common challenge by incorporating the latest products and procedures to assist you in minimizing sensitivity.

Topics will include:

- Chemistry of Whitening
- Treatment options
- Tray Fabrication
- Microabrasion
- Sensitivity
- Restorative Concerns

- Maintaining the Investment

Acknowledgement

This course is sponsored in part by Philips Sonicare.

Speaker

Stacy McCauley, RDH, MS, is a graduate of Kellogg Community College with 16 years of clinical practice experience. After completing her Bachelor of Science degree at Siena Heights College of Adrian, Michigan she relocated to Chapel Hill, North Carolina to obtain her Master of Science degree in Dental Hygiene Education. She is a former clinical assistant professor at the University of North Carolina School of Dentistry, has published research in various dental hygiene journals, and has conducted clinical research. She currently serves on the editorial review board for *Modern Hygienist* magazine and the *Journal of Dental Hygiene*, and is a member of the American Dental Hygienists' Association and North Carolina Dental Hygienists' Association.

Ms. McCauley is the manager of Professional Education and e-learning for the Southeastern U.S. for Philips Sonicare.