

A Predictable Exam Protocol that Leads to Treatment Acceptance

Presented by Robert R. Cowie, DDS, FAGD

We all learned how to exam patients in dental school, and then tell our patients what they needed to have done based on what treatment plan was “approved” by our professors. The examination, diagnosis, and treatment plan were “graded” based on what we learned about the patient and then were able to explain and defend to our professors. How much was the patient involved in the process?

Unfortunately, once out of dental school most of us continue the habits we established in school – be they right or wrong. How often do we “tell” the patient what they need, instead of “ask” what they want? How do you get them to “want” what you think is the best treatment for them to have? How do you get them to “want” more than their insurance covers?

To provide the most effective treatments today and be able to offer our patient the quality of care they deserve requires a different level of understanding of the examination and consultation process. This seminar is designed for the dentist and all team members to help them understand what skills are employed to comprehensively diagnose each patient and then present the treatment in a way that is most likely to be accepted by the patient.

Course objectives:

- Learn an 8-step protocol for the new patient visit that predictable gains patient acceptance of your treatment plan
- Be able to perform an effective periodontal exam that will motivate the patient to want to begin treatment
- Develop a protocol that will virtually eliminate the patient refusing radiographs
- How to effectively use an intra-oral camera
- Understand why discussion of the patient’s expectations can dramatically improve acceptance of your treatment recommendations
- Be able to discuss fees, insurance limitations, and ask for payment before the treatment starts

**Northeast District Dental Association
Presents
Dr. Robert R. Cowie, DDS, FAGD**

“A Predictable Exam Protocol that Leads to Treatment Acceptance”

Friday, October 9, 2009

7:30 Sign-in
8 – 12 noon Lecture

A half day course
4 CEU's

Learning Resource Building (LRC Bldg)
In the Theatre
Shand's Hospital
Parking entrance is on Jefferson St. off 8th St.
(Parking tickets will be provided at sign-in)

REGISTRATION
Oct. 9, 2009

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|----------------------|--------------|
| NEDDA Member Dentist | \$40.00 each |
| NEDDA member Staff | \$25.00 each |
| NON-member | \$80.00 each |
| STAFF of NON-member | \$50.00 each |

Dr. _____

Ph #: _____

Number attending: Dentists ____ Assistants ____ Hygienists ____ Managers ____

Staff (list dentist's name) Dr. _____

Assistant(s): _____

Hygienist(s): _____

Office Manager: _____

You may use your credit card, **Mastercard or Visa only**

FAX Credit Card registration to Sally Ott at 904.355.4478

Check one. Credit Card: Mastercard ____ Visa: ____

PRINT: Name on card: _____

Card Number: _____ Expiration date: _____

Mailing address for card: _____ Office Ph: _____

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_____ Zip _____

If you have questions please call Sally at 904.355.4232

OR send check to:
NEDDA
Sally Ott

2028 Boulevard St.
Jacksonville, FL 32206

Robert R. Cowie, DDS, FAGD

Dr. Cowie is a 1976 graduate of Northwestern University Dental School and practices in Jacksonville, Florida. He holds membership throughout the tri-partite system of the ADA, as well as in numerous professional organizations including the AGD, the American Equilibration Society, the American and Florida Academies of Dental Practice Administration, the Pierre Fauchard Academy, the American College of Dentists and Toastmaster's International. He has served organized dentistry at the state and local levels, as well as having been past president of the Jacksonville Dental Society. He has completed over 2400 hours of continuing education, including the continuums at the Dawson Center for Advanced Dental Studies, the Society of Occlusal Studies, and the L. D. Pankey Institute. Dr. Cowie has also served as a visiting lecturer at Northwestern University Dental School and a clinical instructor at the University of Florida College of Dentistry. Dr. Cowie has presented over 200 programs both nationally and internationally while continuing a full-time practice. He was featured in the December 2008 issue of Dentistry Today for the sixth consecutive year as one of the leading educators in dentistry and has published articles in Dentistry Today, Journal of Dental Technology, Journal of the Ontario Dental Association, Contemporary Dental Assisting, and Oral Health.

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