Communicating with Confidence
2 CEU lecture format

Course Description:
Understanding the importance of relationships and the steps involved in creating an environment of trust and confidence between patient and practitioner are essential factors in helping patients feel comfortable when making dental decisions. But what factors drive the decision making process of dental patients? How does confidence in communication impact patient decisions and contribute to patient retention and treatment acceptance? Why is a comprehensive hygiene examination so critical to treatment acceptance and collectively what role do these dynamics play in building patient trust and practice revenue? This course will review factors that influence dental patient's decision making and discuss the basic concepts of effective communication and relationship building. The importance of collaboration, co-diagnosis, and communication between the doctor and the hygienist will be highlighted including tips for implementing an efficient, consistent, and productive hygiene examination.

Course Objectives:
Upon completion of this course, the participants will be able to:

- Recognize the importance of relationship building and the impact on making dental decisions
- Explain how the 4 Principles of Communication will improve communication and build rapport with patients
- Describe information needed for effective co-diagnosis during the patient appointment
- Discuss ways to enhance team handoffs to promote a better patient experience