What’s New in Continuing Education?

by Howard M. Goldstein, DMD, Director of Continuing Education

There are great beers being released right now for Oktoberfest. There are great CE courses being released on Dentaltown also. Watch a course, take the test, then drink a celebratory beer! Sounds like a plan, right? Here are a few CE courses that have been released in the last few weeks:

**EMO Scale Your Practice for 20+ Percent Growth by Dr. Bill Rossi**

In this one-hour course, Dr. Rossi shows how many doctors have experienced more than 20 percent growth in their practices by simply clarifying clinical protocols, intent and language.

In every practice, a gap exists between what dentists and staff can do for their patients and what the patients choose to do. This gap can lead to frustration, compromised patient care and cost thousands of dollars in lost practice income.

Countless articles have been written about case acceptance: how to set up and plan consults, sales techniques to use and even scripted dialogue. Without the right foundation, these techniques can actually harm the doctor-patient relationship and the practice. None of these things work as well as creating a strong ethical foundation. This seemingly philosophical approach has very real and practical benefits that will add significantly to your bottom line and peace of mind.

**Oral Cancer: Screening, Diagnosis and Dental Management by Dr. Fayette Williams**

Yes, noted Townie poster, “toofache32,” has shed his cloak of anonymity to give a course on this important topic. Join Dr. Williams as he discusses how oral cancer patients face significant challenges during treatment and for the rest of their lives. Although dentists encounter these patients commonly, many are unsure of their role in the

**Dental Marketing Summit Series by Howie Horrocks and Mark Dilatush**

**The Tutorial for the New CEREC 4.0 Software by Dr. Todd Ehrlich**
continuing education update

diagnosis and management of oral cancer and its related treatment sequelae. While early detection is most easily performed in the general dentist’s office, much of the U.S. population unfortunately does not seek routine dental care. This course is designed to educate the dental practitioner on the various etiological factors of oral cancer, the possible role of commercially available adjunctive aids in detection, and the dental management of common oral side effects of oral cancer treatment.

A couple of months ago we released what has become the most popular course on dental marketing: Dental Marketing Summit Series by Howie Horrocks and Mark Dilatush. This series is designed and delivered to assist any dentist with the total understanding necessary to promote dentistry properly, effectively and efficiently. Participants will receive personalized marketing plans and new patients.

The Tutorial for the New CEREC 4.0 Software by Dr. Todd Ehrlich

The CEREC software has been updated and greatly changed for a better user interface. This interface has made the flow for CEREC much easier, however attributes like the tools and parameters, have greatly changed. This course will walk you through the CEREC 4.0 program and give you key features to know so that your CEREC 4.0 experience will be successful.

As always, enjoy learning from the comfort of your home!

To search for a course:

2. Enter your keywords in the box at the left
3. Click the “Search Courses” button (Do not press “Enter” or “Return”)