Philips Consumer Lifestyle proudly sponsors continuing education courses designed for all dental professionals. Your organization of 50 or more attendees can request a program; the course is then customized to meet the needs of your group based on the timeframe of your event. Every area in the US and Canada has a Professional Educator assigned to your region who will provide a research-based, interactive and practical presentation. Contact your Professional Educator today to invest in yourself and your well-chosen career. Courses may vary based on availability and region.

1. **Trends and Treatment: Esthetics as a Gateway to Oral Health**

According to the American Academy of Cosmetic Dentistry, 99.7% of Americans believe a smile is an important social asset. Patients with beautiful, radiant smiles are your ambassadors for your practice. Learning to use esthetics as a gateway to oral health for your patient population will enhance your practice.

In this course, participants will discover new trends in dentistry that provide optimal care with lasting impressions. Trends highlighted include: spa dentistry, Botox for TMD and instant smile makeovers. Since most patients are “assessing their smiles” at home, developing a smile evaluation protocol with your dental team can promote discussions about needed and/or wanted dentistry.

Unlock the psychology of dentistry by recognizing patient avoidance behaviors and learn to recognize your own barriers with patients. Enhance your communication skills and learn how to effectively recommend esthetic treatment for successful clinical outcomes. Finally, reinvent your practice through social media, newsletters, websites and treatment completion gift ideas.

2. **Eat, Drink and Be Wary: You Are What You Eat**

Americans are truly becoming what they eat and the statistical changes and long-term outcomes are moving in an unhealthy direction. The fact is the American diet is FAR from giving anyone the Recommended Daily Allowance (RDA) of nutrients. Getting back to the basics of consuming whole foods is the key to balancing our general and oral health through nutrition.

In our medication savvy society, many people believe that supplements will make up for our nutritional deficiencies. Herbal supplements promise everything from slowing the progression of Alzheimer disease, to reducing blood pressure and even reducing cholesterol. But how do they affect our oral health?

As dental professionals we have the opportunity to educate, advocate and encourage patients to implement healthy lifestyles relative to nutrition and oral health. By providing a “wellness plan” during their dental appointment, we are expanding the scope of dental treatment beyond oral diseases.
It Takes A Village: Embracing Prenatal and Preschool Patients

Establishing a lifetime of good oral health begins in the womb. The U.S. Surgeon General stated that dental caries in our pediatric population is one of the most serious health concerns in this country. Early prevention and intervention are the keys to ending this “silent epidemic”. Join fellow clinicians to discuss the components of establishing a “dental home” by the child’s first birthday and break down the barriers of treating young patients. Learn the importance of a pediatric dental risk assessment and new strategies to utilize that assessment. Examine the latest information on fluoride treatments for the preschool child and the most current data on Xylitol as a preventive agent.

Today, not only parents but extended families are involved in raising children. Be a part of the solution and find out how every practice can play a part in ending this “silent epidemic”.

Teenagers - What Their Mouths are Telling You but They’re Not: Practical Information on Teen Health Issues

The current and sometimes shocking health behaviors and trends in the younger generation can influence their oral and systemic health. The dental professional has an opportunity during the dental visit to identify risk behaviors and intervene with the teenager to make positive health choices.

Participants will engage in a lively discussion on timely topics relating to teens. Dialogue will include oral and overall health issues associated with cola/sports drink consumption, eating disorders, obesity and substance abuse. Examining high risk behaviors and gender differences prepare the dental professional to initiate conversations that will provide guidance with the health decisions that face the youth of today.

In Pursuit of Health: CARE to take the Journey

What if you could embark on a journey that would change your patient’s life? The pathway to wellness involves an overall comprehensive and multifaceted approach.

Research has clearly demonstrated the connection between the mouth and the body. Dental professionals are faced with tremendous challenges when communicating the oral-systemic link. With so many patients and so little time, conducting comprehensive assessments and customized treatment protocols can be challenging.

This course will assist dental professionals to overcome those challenges and familiarize them with tools that will effectively communicate a patient’s oral health status. Additionally, it will provide evidence based treatment strategies for successful clinical outcomes.

Dental professionals are optimally positioned within the healthcare structure to deliver crucial overall wellness information. Exceed your patients’ expectations and become invested in improving their overall health. Embark on the journey to comprehensive patient care and empower your patients to take action.
On Demand Webinars at:

Www.theonlinelearningcenter.com
Our continuing dental education programs include:

♦ Pediatric Dentistry: The First Visit
♦ Cultural Competence and the Dental Hygiene Process of Care
♦ Coaching for Ultimate Patient Success: Using Motivational Interviewing Strategies for Impactful Patient Communication
♦ Eat, Drink and Be Wary: You Are What You Eat
♦ Mid-Atlantic P.A.N.D.A. Prevent Abuse and Neglect through Dental Awareness
♦ Recommendation by Relationship
♦ Successful Appointment Transitions for New Dental Hygienists

Www.Philipsohcleanning.com
Our continuing dental education programs include live and archived webinars:

♦ Your Hygiene Team: Action Plan for Success
♦ The Art and Science of Tooth Whitening and Prevention
♦ 5 key Elements of Successful and Profitable Cosmetic Dentistry
♦ Four Keys to a Thriving Practice in Any Economy
♦ Hearing the Silent Cry for Help

Earn CE credit at your convenience 24/7/365. Visit sonicare.com/dp for new course offerings.