

GREEN DENTISTRY CONFERENCE | 2013

POWERED BY THE ECO DENTISTRY ASSOCIATION®

Green is the Future of Dentistry
Speakers: Dr Fred & Ina Pockrass

Online Webinar
1 CE credit

Course Overview:

Dentists are challenged to differentiate themselves in the marketplace and to attract quality new patients. Meanwhile, a growing consumer base seeks out wellness and eco-friendly businesses, but struggle to find dental offices that share their values. While the typical dental office contributes significantly to waste and pollution, there is something we can do about our profession's contribution to environmental degradation – and many practices are already greener than they think they are! By incorporating greener methods in the areas of administration and marketing, office design and construction, and dental processes and procedures, dental practitioners can differentiate themselves and serve a growing population of patients who seek out green products and services. Learn how eco-friendly dentistry benefits the planet, patient, and the bottom line.

This is a two part webinar: the first part provides an overview of green dentistry, and the second part tells a personal motivational story of the first green dental office in the country.

Participants of this webinar will learn how to:

- recognize the sources of waste and pollution generated in the typical dental practice, and the need to reduce their environmental footprint;
- gain a clear understanding of the definition of eco-friendly dentistry;
- discover where they are already implementing planet-saving, wellness-based methods that differentiate them from the typical practice;
- are versed in the “four R’s” of eco-friendly dentistry, and where and how they are applied in the dental practice;
- become familiar with the preferences, priorities, and needs of the eco-friendly dental patient;
- gain simple tips they can implement immediately in their practice to reduce waste, prevent pollution, and save time and money for the practice.

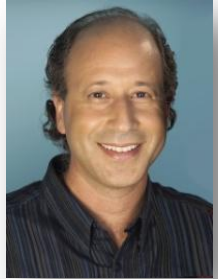
This webinar is a recording of one of the presentations from the 2013 Green Dentistry Conference

Speaker Bios:

Ina Pockrass is the visionary leader of the green dentistry movement. After collaborating with her husband, Dr. Fred Pockrass, to build the country's first green dental office, she Co-Founded the Eco-Dentistry Association in 2008. In 2010, she was named one of the Top 25 Women in Dentistry and is a former intellectual property trial attorney and marketing expert. Ina writes, speaks and consults internationally about green dentistry and green business.



Dr. Fred Pockrass has been a restorative and general dentist since 1981. He graduated from McGill University, Montreal, Canada. After eight years, Dr. Pockrass fulfilled a life-long dream of studying with a meditation master in India and moved to the Himalayas. While there, he created a Western-style dental clinic and until late 2000, served as personal dentist to a noted international community. In addition to his dental degree, Dr. Pockrass is a certified Tai Chi instructor, which he has taught for more than 20 years. He has been a featured speaker at conferences related to greening the dental industry. His passion is transforming his clients' experience of the dentist and making each person an expert in their own oral well-being.



Disclosure:

Dr. Fred & Ina Pockrass are the co-Founders of the Eco-Dentistry Association.

Contact Information:

If you have any questions about this course, do not hesitate to contact the Eco-Dentistry Association:

info@ecodentistry.org
510.705.1253
Education Coordinator

Eco Dentistry Association®
2930 Domingo Ave., Suite 113
Berkeley, CA 94705

www.ecodentistry.org
www.facebook.com/ecodentistry
www.twitter.com/ecodentistry
www.ecodentistryblog.com

Stewards of Good Health and a Healthy Planet