



High Time for High-Tech Webinar

Presented by Ina Pockrass, EDA Co-Founder
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Course Description:

The webinar “High-Time for High-Tech” is part of the Eco-Dentistry Association’s (EDA) first educational campaign focusing on how technology helps dental offices reduce waste and pollution and save energy, water and money. According to the EDA, many dental practitioners already take advantage of digital dentistry and may not realize that their office is greener than they think. There’s a 1:1 correlation between the high-tech choice and the eco-friendly choice. EDA’s “High-Time for High-Tech” webinar will help dentists, students, practice managers and other industry professionals get the most out of the investments in technology they’ve made and learn more about new innovations that can make their practice even more profitable *and* more environmentally sound.

Course Objectives:

Course participants will:

- Learn about the environmental benefits of digital dental technology
- Learn about the financial advantage of using high technology in the dental office
- Expand their knowledge on advanced dental technology

Course Information:

Length: 60 minutes

Continuing Education Credits: 1 credit

AGD Subject Code: 138 (Digital Dental Photography), 562 (Digital/Video Imaging)

Cost: free

Technical Requirements: internet connection, web browser



Speaker Bio:



Ina is the visionary leader of the green dentistry movement. She co-founded the Eco-Dentistry Association, the international membership organization providing green dentistry education, standards, and connecting green dental practitioners to green dental products and patients. In collaboration with her husband, Dr. Fred Pockrass, Ina created in 2003 a model for an environmentally-sound dental office, the first green dental office in the country, which produces revenues placing it in the top 5% of dental offices. In 2010, Ina was named one of the “Top 25 Women in Dentistry.” She is an intellectual property trial attorney and marketing and branding expert. Ina is active in the non-profit sector, serving as Board Chair for the Engage Network, and Circle of Life, and has served on the boards of the Sustainable Business Alliance and Sustainable Berkeley. She is a frequent speaker on green business and green dentistry, and is known for her energetic and persuasive style.

Contact Information:

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

info@ecodentistry.com

510.841.1229

Education Coordinator

Eco-Dentistry Association®

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