



An Introduction to Eco-Friendly Dentistry: The Case for Going Green

Course Description:

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!

The Case for Going Green introduces practitioners to the basics of eco-friendly dental practice. 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.

Course Objectives:

Course participants:

- 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.