



Wellness Dentistry

Course Description:

Approximately 100 million Americans seek products and services that support their health and the health of the planet. These consumers, the vast majority of which are women, are driving the natural foods and preventive health care industries and spent nearly \$35 billion in out of pocket costs on complementary health care services in 2007. Many of these consumers are challenged to find dental offices that reflect their values for environmentally friendly, wellness-based dentistry.

The EDA's Wellness Dentistry presentation introduces practitioners to a model of dental practice that is healthy for patients, the planet, and the practice bottom-line. Learn tips, tools, and technologies for providing comprehensive wellness dentistry, as well as the "dos" and "don'ts" for attracting and serving the wellness dental patient.

Course Objectives:

Course participants:

- Recognize the connection between eco-friendly and wellness-based practice;
- Gain a clear understanding of the definition of wellness dentistry and why a wellness approach fits perfectly with dentistry's long-standing focus on prevention;
- Understand the wellness dental patient, more than 60% of which are women, and how to serve them;
- Discover where they are already implementing wellness-based methods;
- Become familiar with products and technologies that support a wellness-based approach;
- Gain simple tips for effective marketing to the wellness dental patient.

Suggested Sponsors

OralDNA, Transcendentist Joysence Products by Discus Dental, Diode laser, Digital imaging, Velscope, and other high-tech early detection tools.