

The Art of Dentistry



FOUNDATION DENTIST STUDY DAY PROPOSAL

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A unique day course to teach new dentists how to understand their personal value and how to demonstrate this value to their patients.

This course will teach the importance of positive communication to the success of a dentist in general practice.

Dentists will learn vital lessons that will allow them to offer a higher standard of care by focusing on what is important to their patients.

LEARNING OBJECTIVES

- Dentists will learn to value their skills as clinicians and how to demonstrate that value to their patients.
- Dentists will learn techniques to build rapport and show that they appreciate each patient.
- Dentists will learn how to listen.
- Dentists will create their own methods to explain different treatments, including:
 - How to present treatment options.
 - How to discuss treatments in a patient focused manner.
 - How and when to explain risks of treatment and how to manage patient expectations.
 - These are keys skills to preventing complaints in general practice.
- Dentists will learn how to do the perfect check up.
- Dentists will learn techniques to make their days easier while improving the quality of care that they provide to their patients.
- Dentists will consider their personal career progression, goal setting and further education beyond Foundation Training.

SPEAKER

Dr Andrew Wilson

- WINNER Best Young Dentist in the UK, Dentistry Awards 2017
- WINNER Best Young Dentist in London, Private Dentistry Awards 2017
- HIGHLY COMMENDED, Aesthetic Dentistry Awards 2018
- WINNER National Young Dentist of the Year, Dental Awards 2018

- Author of the Art of Dentistry blog, artofdentistry.co
- Creator of The Online Dentist, www.online-dentist.co.uk
- Featured on BBC Breakfast, Radio 5 Live and ITV News as guest expert

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CONTENT

The day course is a mix of short talks and group exercises that help participants consolidate what they have learnt. The main talks and exercises are as follows:

Valuing yourself, your time, your patients. Participants consider why they must value their professional abilities and why they should value each patient.

Taking over a patient list from previous dentist. Foundation dentists will learn how to manage an inherited list of patients and how to build their list. They are likely to inherit patients from a dentist who was more experienced than them or very popular or both. We will discuss methods to build rapport. Participants will learn how to do the perfect check up and win over their new patients.

Tips for the NHS associate. A short talk followed by group exercise where participants consider how to make their lives easier and reduce stress in dentistry. They will learn how to avoid wasted clinical time and how to ethically meet UDA targets, even if these seem intimidating.

Presenting treatment options. This talk is all about focusing on your patients. We will discuss what is important to patients and how to speak in terms that the patient appreciates. We will also discuss how to present costs and risks of treatment in a patient focused manner.

How to discuss treatment, costs, benefits and risks. One of several practical exercises where participants build on content from previous talks to start communicating in a manner focused around what is important to their patients. Foundation dentists will learn to guide patients to the ideal treatment plan.

Career progression for dentists. Participants will learn about how to take control of their careers. Who can they ask for advice? Who should they listen to? Hospital vs Practice. NHS vs Private. Principal vs Associate. Education, courses and sales reps. Job adverts, CV and job interviews.

PRAISE FROM COURSE PARTICIPANTS, 2018

'I thought the content of the day was inspiring.'

'I think the way you answered our questions was great! Very tailored and thoughtful'

'Well presented. Good communication, engaging.'

'I struggle with communication so the frameworks you provided were gold.'