



MS. KAREN DAVIS

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| Code | F16 |
| Time | 8:00 a.m. - 11:00 a.m. |
| Tuition | \$25 |
| Credits | 3 |
| Audience | D H |

Brought to you by:



Oral Cancer Screenings: If Not You, Then Who? (WORKSHOP)

For early diagnosis of oral cancer there is an 80 – 90% survival rate, but with late diagnosis the death rate drops to almost 50% within 5 years! This hands-on course will equip participants in understanding the growing risks associated with oral cancer, including the surge of e-cigs and HPV virus to the landscape; and will equip clinicians with skills to provide thorough and impressive intraoral and extraoral examinations. Course participation includes providing and receiving an oral cancer screenings inclusive of an adjunctive oral cancer screening device.

At the conclusion of this course, the participant will be able to:

- Identify multiple risk factors associated with oral cancer and strategies to reduce risks
- Appreciate the features of various adjunctive oral cancer screening technologies
- Provide an extensive extraoral exam and intraoral exam inclusive of an adjunctive screening device

No prior level of skill, knowledge, or experience is required for participation in this course.



MR. ANDREW MILLER

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| Code | F17 |
| Time | 9:00 a.m. - 12:00 p.m. |
| Tuition | \$0 |
| Credits | 3 |
| Audience | D O |

How to Reach New Patients in a Digital World (LECTURE)

Your patients and prospective patients are online and have access to more information than ever. How do you reach the right people with the right message at the right time? Andrew will share digital marketing strategies and ways to measure performance so you can attract and retain your ideal patients on search engines, social media sites, online directories, and video channels.

At the conclusion of this course, the participant will be able to:

- Identify where your ideal patients are engaging online
- Reach the right person with the right message at the right time
- Measure success and use data to make more informed budgeting decisions

No prior level of skill, knowledge, or experience is required for participation in this course.