CONTINUING DENTAL EDUCATION
Schulich School of Medicine & Dentistry, Western University
In association with the Thunder Bay Dental Association (TBDA)

Social Media and the Contemporary Dentist

PROGRAM OUTLINE
Since the advent of social media, it has grown exponentially to become ever-present in daily life, even amongst health professionals such as dentists. Social media offers tremendous opportunities in highlighting professionalism, networking, and marketing. It can also open a “Pandora’s Box” of potential problems that can be career altering and financially damaging. Professional boundaries can easily be crossed which can impact not only a dentist’s image, but can compromise the image patients have of the entire profession as well. In this lecture, Dr. Schwartz will discuss some of the advantages and dangers inherent in social media use by dentists and offer strategies to protect privacy, confidentiality and your professional reputation.

LEARNING OBJECTIVES
• To familiarize yourself with the various social media platforms;
• To understand the professional implications with respect to social media and to integrate RCDSO practice advisories;
• To weigh the advantages and disadvantages of the use of social media by dentists and office staff.

The Basics of Recordkeeping

PROGRAM OUTLINE
Professional, ethical and legal responsibilities dictate that a complete chart and record documenting all aspects of each patient’s dental care be maintained. Unfortunately, many dentists have inadequacies in their recordkeeping that could potentially impact on the well-being of their patients, the continuity of their care and their privacy. As well, good dental records help protect the dentist when an unexpected outcome occurs. This course will reinforce current guidelines in recordkeeping and outline common errors that can occur. There will be opportunities to practice proper techniques in this important area.

LEARNING OBJECTIVES
• To incorporate the RCDSO Guidelines on Recordkeeping to daily practice;
• To recognize the connection between good recordkeeping and patient safety;
• To write helpful referral letters to specialists;
• To recognize and prevent common errors in recordkeeping;
• To correlate the ethical legal and professional responsibilities that underpin recordkeeping;
• To apply good recordkeeping to risk management strategies.

ABOUT THE SPEAKER
BARRY SCHWARTZ, DDS, MHSc (Bioethics), cert. ADR, FPFA, FACD
Dr. Schwartz was in clinical practice for 25 years and recently retired after 16 years as Assistant Professor at the Schulich School of Medicine & Dentistry, Western University. He was Course Director for Practice Administration where the focus was on critical thinking, interpersonal-communications and applied ethics. He received his DDS and MHSc in Bioethics from the University of Toronto. He has published many articles and lectured both nationally and internationally on the subject of dental ethics and was awarded the Fellowship in Teaching Innovation Research Award at Schulich Dentistry. Dr. Schwartz is a Fellow of the Pierre Fauchard Academy and a Fellow of the American College of Dentists for his contributions in dental ethics.

Friday, November 1, 2019

TUITION
Until OCT 4
After OCT 4
TBDA member $349 $495
Dentist $395 $495
Non Dentist $199 $249

TIMES
Registration: 8:30 a.m.
Lecture: 9:00 a.m. – 4:00 p.m.
Continental breakfast, lunch and breaks included

LOCATION
Victoria Inn Thunder Bay
555 West Arthur Street
Thunder Bay, ON P7E 5R5

CREDITS
RCDSO Category 1; MCDE 6;
AGD Code 550; 6 hours

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