

CONTINUING DENTAL EDUCATION

Schulich School of Medicine & Dentistry, Western University



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, MHS (Bioethics), cert. ADR, FPFA, FACD
Dr. Schwartz is Assistant Professor in Practice Administration at the Schulich School of Medicine & Dentistry, Western University. He practiced general dentistry for 25 years, has a Certificate in Alternate Dispute Resolution from York University, and has a Master of Health Science in Bioethics from the Joint Centre for Bioethics at the University of Toronto. Dr. Schwartz chaired the Conflict of Interest Task Force for the Ontario Dental Association and sits on several Research Ethics Boards and Committees. He has authored numerous international publications on dental ethics and professional practice.

Friday, September 27, 2019

TUITION	Until AUG 31	After AUG 31
Dentist	\$395	\$495
Non Dentist	\$229	\$329

TIMES

Registration: 8:30 a.m.

Lecture: 9:00 a.m. – 4:00 p.m.

Continental breakfast, lunch and breaks included

LOCATION

Rotsaert Dental Laboratory
71 Emerald Street South
Hamilton, ON L8N 2V4

CREDITS

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



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