CONTINUING DENTAL EDUCATION
Schulich School of Medicine & Dentistry, Western University
In association with the Owen Sound Dental Society

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

Ethics and Professionalism in Advertising & Marketing in Dentistry
PROGRAM OUTLINE
With the exponential growth of social media and the internet, the world of advertising is changing quickly. With so many dentists to choose from, especially in metropolitan areas, and so much information available online, many dentists are concerned about patient retention and attracting new patients and are, therefore, feeling the need to hop on board the social networking bandwagon or be left behind. Quite often, dentists’ moral compass can be lost in the process. This session will highlight the changes in advertising regulations, along with the professional implications of marketing and advertising strategies in dentistry. A number of effective and professional alternatives in marketing will be presented along with a ten-step plan to improve the dentist’s image.

LEARNING OBJECTIVES
- To appreciate the inter-relationship of ethics, professionalism and successful dental practice
- To understand the pros and cons of various marketing strategies
- To integrate current regulations into advertising and professional practice

ABOUT THE SPEAKER
BARRY SCHWARTZ, DDS, MHS (Bioethics), cert. ADR, FPFA, FACP
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, May 25, 2018

TUITION
Until APR 27
Dentist $395
Non Dentist $295
After APR 27
Dentist $495
Non Dentist $395

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

LOCATION
Best Western Inn on the Bay
1800 2nd Avenue East
Owen Sound, ON N4K 5R1

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

We appreciate the unrestricted educational grant provided for this course by Rotaert Dental Laboratory Services Inc. and Surgically Clean Air

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