
CONTINUING EDUCATION

A MARKETING TOOL FOR YOUR PRACTICE

As most of you know, most states currently require a certain number of continuing education credits for re-licensure; only six states have no continuing education requirements for re-licensure. Of the states requiring continuing education credits for re-licensure, most of these states allow a combination of clinical and practice administration hours for credit.

Besides the fact that continuing education credits are required for re-licensure, going to courses (both in new clinical procedures and practice administration) is a great practice and morale builder. The benefits are endless as these courses send a message to your patients and your staff by letting them know:

- Your office provides its patients with the latest technology available.
- Your office is preparing for and will be on the forefront of any new technology available.
- Your office staff is included in this on-going education, ensuring that they are professionals and enabling them to manage any of your patient's needs.

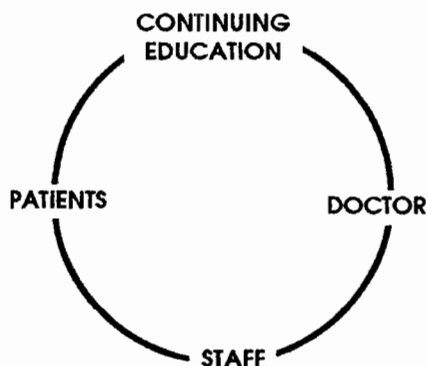
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- Your office is different than the office your patients insurance company has contracted with for reduced fee service.

Continuing education is a commitment to provide your patients with the quality they deserve. It completes the circle of care.



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Take continuing education courses with your staff as they are available in your area. Watch for them in your dental publications, in your local society publications, in brochures sent to your office, etc.

Market the fact that you and your staff are always aware of the latest in your profession by participating in continuing education.

When you are out of the office for a course, let your patients know by recording the fact that you are at a continuing education course on your answering machine.

Have a continuing education bulletin board in your reception room listing courses you have competed in the past three months and courses you are planning to take over the next three months.

Post certificates you and your staff receive for attending a course.

Let your patients know what you learned as a result of taking a course. When you come back to the office make a notebook that highlights the specifics of the course you just took. Include in this notebook how you plan to use this information to improve your services for your patients.

The more your patients know you know, the more value your patients will place on the services they receive from you. Continuing education is a sure-fire way to keep your practice healthy and allow you to provide the quality of service your patients deserve.

