



JONATHAN A. BREGMAN, DDS, FAGD

Course Information

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www.BregmanConsulting.com

www.EndOralCancer.com



ENHANCED ORAL CANCER DETECTION:

Guide Your Practice to Thrive While Saving Lives!



Oral cancer **kills one person** in the US **every hour**.

The five-year survival rate has not changed in over 40 years.

It's about time... for these statistics to change.

Health care experts recommend that **all adults** beyond the age of 16-18 receive **annual oral cancer screenings**. Are we seeing everything that we should by merely doing traditional extra/intra-oral screening examinations? How effective are we really? ***It's about time...***that we know.

This course offers a comprehensive study in **four core competencies**:

- ~ Identifying the target population
- ~ The basic screening examination process and critical recording keeping skills
- ~ Enhanced early detection tools and technologies
- ~ Effective patient discussions: results and referral protocols



Learn how to **create a 'wow' patient experience** through the *effectively performed and communicated* oral cancer screening examination. Significantly **enhance clinical effectiveness, patient care, and the financial bottom line** of your practice every day.

It *is* about **TIME**... for the patient, for the practice, for the industry... and the time is **NOW**.

Participants Will Learn:

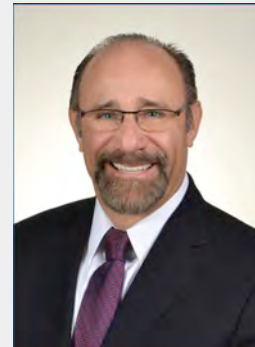
- ~ four key motivating factors to fully engaging the oral cancer screening system
- ~ how to develop a "living mission statement" for oral cancer screening in the practice
- ~ key statistics for oral cancer: past and present
- ~ how to identify the changing target population for oral cancer screening examinations
- ~ the steps to the complete visual/bi-manual white light extra/intra-oral cancer screening
- ~ the *why* and *how* of new tools available to enhance screening
- ~ how to create seamless referral and follow-up
- ~ communication skills for informed consent to perform oral cancer screening, the examination itself, delivering the difficult message of a positive finding, and creating urgency for effective patient follow-through

Intended Audience:

- ~ The dentist and the entire dental team

Program Format:

- ~ 1-3 hours, half-day or full day **lecture/workshop**



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ENHANCED ORAL CANCER DETECTION:

A Hands-On Experience



Physically seeing and experiencing any new technology brings a significantly enhanced appreciation of how that new tool works “in one’s own hands”. See, touch, feel, and experience the **new technologies** that are available to **enhance detection of oral cancer** beyond the basic white light examination.

Prerequisite:

- ~ Participants must attend the accompanying lecture “Enhanced Oral Cancer Detection: Guide Your Practice to Thrive While Savings Lives!” the morning or day prior.

Intended Audience:

- ~ The dentist and the entire dental team

Suggested Group Size:

- ~ < 150 attendees
- ~ A more personalized experience can be achieved with groups of < 30

Program Format:

- ~ 1-3 hours, half-day **hands-on workshop**

This course combines well with “Enhanced Oral Cancer Detection: Guide Your Practice to Thrive While Savings Lives!” to create a **two part** full day workshop.



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TOTAL HEALTH FOCUS AS STANDARD OF CARE IN THE 21ST CENTURY

The Enhanced Oral Assessment

The dentistry of today is about more than just *fixing teeth*.
It's about *saving lives*.



The *future is now* with the **total health focus** for our patients. Total health focus includes previously utilized and standard oral assessment as well as **enhanced oral assessment for: oral cancer, periodontal disease through salivary diagnostics, and sleep disorders**. These are three areas where the *up-to-date dentist* will focus his/her practice now and into the future to **ensure outstanding patient care**. Learn about the newest research and approach to educate your patients and incorporate important clinical protocols.

Participants Will Learn:

- ~ Where we were and are going as a profession: tooth focused vs. total patient care
- ~ Defining total patient oral assessment: focusing on four key areas
- ~ Enhanced Oral Cancer Detection: going beyond the basic white light cancer screening examination (saving lives through early detection)
- ~ Enhanced Salivary Diagnostics: the oral systemic connection addressed through determining oral bacterial levels and DNA markers (moving patients to say 'yes' to definitive periodontal care)
- ~ Enhanced Sleep disorder assessment: 'sleep/systemic' connection, frightening statistics, and the growing role of dentistry (dentist delivered sleep assessments and oral devices to enhance airway patency)

Partnered Program:

"What's new or...preventive burnout"

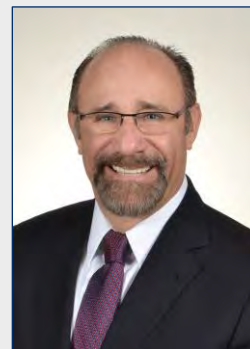
- ~ Fast paced program highlighting new technologies and systems in dentistry.
- ~ Stay excited about dentistry and prevent professional burnout

Intended Audience:

- ~ The dentist and the entire dental team.

Program Format:

- ~ 1-3 hours, half-day or full day



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REDUCE RISKS, SAVE LIVES, GROW YOUR PRACTICE...

The Effective Oral Cancer Screening Examination

Malpractice claims against dental professionals **related to oral cancer**
rank #2 behind periodontal disease.

Are the *communication, protocols, and record keeping* surrounding
the oral cancer screening examination **the best that they can be**
in your office?



Learn how you **can protect your practice and your patients** while enhancing the financial bottom line of your practice through the effective oral cancer screening examination. This interactive, high energy program brings the topic of early oral cancer detection and the new technologies clearly into focus for implementation by the dentist and all team members. Maximizing both an understanding of oral cancer detection and how the dentist/team are at the

front line for early detection brings clarity to this critically important issue facing all dental practices.

Participants Will Learn:

- ~ Understanding the frightening core statistics about oral cancer and how they affect both young and old.
- ~ Gaining clarity about who the target population is today due to changing risk factors.
- ~ Establish clarity in performing, communicating, and recording the basic cancer screening exam.
- ~ Currently accepted protocol once an abnormality is discovered.
- ~ The new technologies for enhanced early oral cancer detection.
- ~ Four steps to comfortably and effectively deliver the message of an abnormal finding.

Intended Audience:

- ~ The dentist and the entire dental team.

Program Format:

- ~ 1-3 hours, half-day or full day



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MAKE YOUR PRACTICE POP™!

Improved Patient Care, Enhanced Organizational Effectiveness & Maximized Profitability



How can a practice *not only survive, but thrive?*

What are the **key factors** that will make that happen?

To discover your practice's untapped potential, look 'inside' the practice with Dr. Bregman's four step approach to understand and effectively enhance the aspects of Patient care, Organizational effectiveness and Profitability (P.O.P.)

Choose from these topics to create your customized full day, half day, or 1-3 hour breakout session:

~ **The basic building blocks of profitability**

How does each component relate to increasing the financial bottom line? Understand the basic numbers and statistics ("health numbers") of a practice.

~ **Which services can be added to a practice rather than referring out?**

Consider different types of services offered to enhance practice growth. Which services can—and should—be added to a practice?

~ **Proper coding for all procedures performed**

Avoid leaving "money on the table."

~ **Practical clues to enhancing practice performance and patient care**

Utilize "service intensity" or number of each procedure performed by dentist and hygienist

~ **New technology choices to consider**

Become familiar with the options and select those that will maximally improve patient care, the practice image, and the financial bottom line.

~ **Effective scheduling tips**

Significantly grow production-per-hour and production-per-appointment. Learn best practices in treatment planning, financial options for patients, and team utilization that works.

~ **Phone-care to Re-care™**

Creating an outstanding new patient experience that ensures treatment acceptance, continued long term care and referrals.

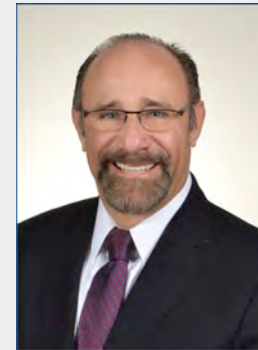
Develop your personalized comprehensive **'Key Concepts'** sheet as the source of future in-office training/projects plus a prioritized **'To Do'** list that will be ready for implementation your next practice day.

Intended Audience:

~ The dentist and the entire dental team. Presentation can be focused to Hygiene, Doctor/Team, or Doctor Only.

Program Format:

~ Full day, half-day or 1-3 hour



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FROM PHONE-CARE TO RE-CARE™

The Effective New Patient Experience

*Would you prefer to have **75** new patients and retain **25**?*

*Or would you rather **attract 25** new patients and **retain 25**?*



Considering that **the new patient who becomes a recare patient can account for 40%-60% or more of doctor and hygienist 'busyness'**, it is very important to ensure that the new patient experience from first contact to re-care appointment is handled smoothly and effectively. This process involves the doctor and entire team.

A practice can boast a very high number of new patients. **How can we make the new patient experience so outstanding that not only will the new patients accept recommended treatment and continue with long term care but will also refer other new patients?**

This course will identify and clarify the key areas of patient contact before, during, and after a new patient enters your office. From 'phone-care' to clinical experience and finally 're-care', **systems must be in place to ensure maximally effective process of patient care.** You will finish this course with knowledge needed to establish consistent and effective protocols for your new patient experience.

Participants Will Learn:

- ~ The four key points of contact: it happens before the patient even walks into your office.
- ~ Your best first impression: it only happens once!
- ~ The comprehensive patient assessment: creating a 'WOW' experience!
- ~ Moving your patient to 'yes': the necessary steps to treatment acceptance PLUS the dreaded dental coding.
- ~ The hand off: what makes you look great in the eyes of the patient.
- ~ Financial arrangements: separating the 'doing of' dentistry from the 'paying for' dentistry.
- ~ The *must-have* systems: educate, motivate, contact, and re-care.

Intended Audience:

- ~ The dentist and the entire dental team.

Program Format:

- ~ Half-day (2-3 hours)



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THE FUTURE OF DENTISTRY IS NOW™

What's New This Year?

The profession of dentistry continues to grow and change each year. Each year is an even more exciting time to practice dentistry than ever before experienced in the past. **New technologies, materials, and systems** become available to us daily.



Which should we try?

How might these changes affect current protocols for patient care?

Am I providing the best that dentistry has to offer my patients?

Do the current practice philosophy of care and written protocols reflect the integration of changing technologies, materials, techniques and business/clinical systems? In this **fast-paced program** attendees will gain insight into many ways to enhance patient care and the practice. *The future of dentistry is now!*

Participants Will Learn:

To achieve a core understanding of following technologies and systems:

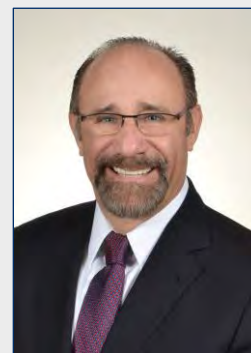
- ~ **OralDNA/Salivary Diagnostics:** the proven diagnostic tool that has changed the way we look at treating periodontal disease and peri-implantitis.
- ~ **One Mind Health:** integrated systems for insurance, patient communication, and effective referral communications.
- ~ **Sleep Disorders:** What is new and the 'must knows' for total patient care (*going beyond teeth and gums!*)
- ~ **CareCredit:** patient financing options - even more important than ever.
- ~ **Smile Reminder:** connect to your patients through education, effective, easy confirmation, re-care systems that work, and re-activation.
- ~ **VIVA:** become inspired with this effective new patient referral system.
- ~ **Canary:** dramatically enhanced caries detection that is proven to work.
- ~ **OralID:** the newest system for effective enhanced early oral cancer detection.
- PLUS:**
- ~ **The dental hygiene department** at the core of the dental practice: six key areas of contribution.
- ~ **NINE areas of connection** for periodontal disease and systemic disease: the hygienist as the lead educator.

Intended Audience:

- ~ The dentist and the entire dental team.

Program Format:

- ~ 1-3 hours, half-day or full day



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HAVE YOU BOUGHT YOUR BOAT YET™?

How do you get yourself to stop, to smell the roses,

and to accomplish things that you promise to do?



This program helps attendees understand and identify their personal 'scripts' that guide and often times get in the way of personal happiness and fulfillment. True happiness and peace in one's life can be achieved by everyone. Be inspired to prioritize what is important in your life...and "Make Someday Now....go from dreaming to doing FAST!"

Intended Audience:

~ Both dental and general audiences - Healthcare, business/corporate, other.

Program Format:

~ 1-3 hours, half-day, or keynote



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JONATHAN A. BREGMAN, DDS, FAGD

Speaker ~ Author ~ Consultant

“The **goal** for all dental practices must be to
maximize the quality of patient care
which directly enhances the financial bottom line.”

- Dr. Jonathan Bregman



While dedicated to improving the dentist, team, and patient experience, **Jonathan A. Bregman, DDS, FAGD** has a strong passion for educating dental professionals about early oral cancer detection, the oral systemic connection and growing a practice “from the inside”. He utilizes **facilitated learning concepts** and audience **interaction** to help attendees retain key concepts. Attendees leave *refocused, energized* and with their own action list to *implement* these principles back in the office.

With over 30 years in dentistry, Dr. Bregman remains **committed to learning** – as evidenced by his Fellowship in the AGD. As a continual student, he easily relates to his audiences. He has walked in their shoes, sat in their chairs and understands their challenges. He has had conversations with thousands of audience members and has a **finger on the pulse of the industry** in regard to these topics.

In addition to speaking, writing, and training, Dr. Bregman has had great success with his dentist-to-dentist clinical success coaching and onsite **clinical** consulting. By using the specially developed “Clinical Treatment Analysis” software, he can accurately and effectively understand any dental practice and thus effectively guide the dentist/entire team.

Dr. Bregman has personally led successful dental practices for more than 30 years, worked as a part time Adjunct Faculty member at the University of North Carolina School of Dentistry as well as faculty at the University of North Carolina Hospital Dental Clinic. He has presented over 200 programs on early oral cancer detection in over 45 states and abroad in the past three years and over 200 webinars. Dr. Bregman launched the website www.endoralcancer.com as a way to improve awareness and enhance prevention of oral cancer.

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TESTIMONIALS

Dr. Bregman is passionate about early oral cancer detection. The **educational skills he brought** to the lecture **helped ensure on-site learning**. Bravo.

—Joe Calderone, Dentist, Florida

You must take Dr. Bregman's course! I was very impressed with the amount information in Dr. Bregman's lecture and I'm **excited about informing my patients** about early oral cancer detection and **confident in being able to effectively screen** each and every one of my patients.

—Chrisine Skolyak, Dental Hygienist, Georgia

Wonderful learning experience. **Fabulous fund of knowledge**. Very **practical** techniques. **Helps save lives**. I highly recommend his course.

—Vivek Gandotra, Dentist, Nevada

Dr. Bregman's lecture was very **informative** and he is a very **enthusiastic** speaker. He keeps you involved and part of the lecture. An **excellent experience**.

—Sonia Turki-Raina, Dentist, Florida

Dr. Bregman's seminars are full of valuable information. He teaches with **passion** and **integrity**. Anyone attending his courses is sure to **come away with valuable tools, increased knowledge and renewed passion for dentistry**.

—Lois Banta, Speaker/Consultant, Missouri,

Dr. Bregman is an extremely knowledgeable and experienced speaker who delivers a great dental message with powerful passion. Through a **unique perspective, wonderful humor** and his **own clinical cases**, he lets us clearly know that the future of dentistry is right here and right now.

—David M. Reznik, DDS, Speaker and Consultant, Georgia

Passionate and inspiring. Dr. Bregman's experience comes across clearly to a broad audience, making him an **accessible** and **valuable speaker**.

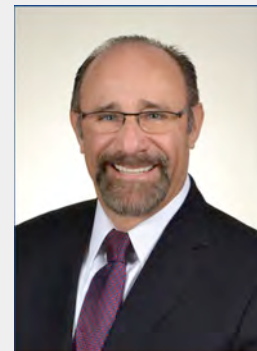
—Robert McDowall, Anesthesiologist, New York

This **course was great!** I stayed focused and learned a lot. Dr. Bregman's passion makes me want to incorporate what I learned into my practice and into my life.

—Dawn Dameron, office manager, Michigan

Absolutely an **eye-opening seminar**. Kept my attention the whole time!

—Brittany Bonds, Dental Assistant, Michigan



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PARTIAL LIST OF PREVIOUS PRESENTATIONS

200+ Programs Nationally and Internationally

- ~ Star of the South
- ~ California Dental Association
- ~ Yankee Dental Society
- ~ NC Academy of General Dentistry Annual Meeting
- ~ SC Academy of General Dentistry Annual Meeting
- ~ TX Academy of General Dentistry Annual Meeting
- ~ Florida Dental Society Annual Meeting
- ~ Alabama Dental Society
- ~ 4 week international tour Australia and New Zealand
- ~ Texas Oral Health Coalition Summit Facilitator/Presenter
- ~ **Over 150 all day programs in 47 states** on oral cancer detection and the new technologies for Cross Country Education
- ~ Puerto Rico 25th Annual Scientific Summit
- ~ 5th Annual Puerto Rico Dental Health Symposium
- ~ Chicago Dental Society
- ~ Greater New York Dental Meeting
- ~ Numerous regional/state dental and dental hygiene associations



Memberships

- ~ American Dental Association
- ~ Academy of General Dentistry
- ~ North Carolina Dental Society
- ~ Durham/Orange Dental Society
- ~ National Speakers Association
- ~ Academy of Dental Management Consultants; Member-at-Large (2010)
- ~ Speaking Consulting Network; Steering Committee
- ~ Directory of Dental Speakers
- ~ American Association of Oral Systemic Health
- ~ The Duke Cancer Patient Support Program Board of Directors
- ~ Pankey Institute One Triple Plus Club and Alumni Association

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