

# To Floss or Not To Floss: **That is the Question**

**Become your patients' most trusted source of oral health information and help your patients critically evaluate internet sources.**

In an era of easy website development and internet access, anyone can claim to be an expert in dentistry. Sometimes even traditional media sources can be confusing to our patients. How do we encourage our patients to trust their local dental professional as their number one oral health information source?

Dr. Harms will share her experiences as a spokesperson for the American Dental Association on topics such as microbial biofilm affecting our water, the AIDS epidemic, fluoride, amalgam, oil pulling, charcoal use and fecal bacteria on our toothbrushes. Gain the verbal skills necessary to guide patients in the process of critically analyzing information they receive from media outlets.



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## LEARNING OBJECTIVES:

- Discover creative ways to create a fan base
- Review the most frequently searched online dental topics and the credentials of those providing online information
- Learn how to develop a customized information handout to help patients discern the credentials of online "experts"
- Delineate the steps necessary to manage or avert a public relations crisis
- Expand verbal skills for discussing controversial dental health issues
- Explore examples of an officewide patient education system for patients to turn to

## SUGGESTED FORMAT:

Full or Partial Day; Lecture, Workshop, Keynote

## SUGGESTED AUDIENCE:

All Dental Professionals