

#TIME FOR PATIENT JOURNEY

EXCLUSIVE PRE-EVENT WEBINAR

15-30
NOVEMBER

Latest trends in the demand for dental treatment and updated success strategies

Spanish and Italian with English subtitles

 *Roberto Rosso*

DECEMBER 2021 (Time zone: CET)





01
WED




18:00 **OPENING**  *Guillaume Daniellot*
 *Shakeel Shahdad*
 *Eirik Salvesen*

18:10 **INTRODUCTION TO THE PATIENT JOURNEY**  *Hugo Madeira*

18:20 **INTRODUCTION: ATTRACTING THE PATIENT**  *Hugo Madeira*

18:25 **#MYEXPERIENCESAYS:** Experts share their knowledge on defining their value proposition and communicating it effectively
 *Steven Bongard*
 *Eirik Salvesen*
 *Marisa Zenha*
 *Donna Sadler*


18:35 **INTRODUCTION: PATIENT ACQUISITION**  *Hugo Madeira*

18:40 **LECTURE:** Welcoming your patient with a unique experience  *Marlene Teo*

18:50 **LECTURE:** Creating a positive experience  *Donna Sadler*

19:00 **BREAK**



19:10 **INTRODUCTION: FIRST CONSULTATION**  *Hugo Madeira*

19:15 **LECTURE:** You never get a second chance to make a first impression! The first consultation  *Gabor Tepper*

19:35 **PANEL DISCUSSION**



MODERATORS:
 *Eirik Salvesen*
 *Shakeel Shahdad*

PANELISTS:
 *Hugo Madeira*
 *Marlene Teo*
 *Gabor Tepper*
 *Donna Sadler*
 *Alberto Ortiz Vigon*




20:05 **CLOSING**  *Eirik Salvesen*
 *Shakeel Shahdad*

02
THU



18:00 **OPENING**  *Shakeel Shahdad*
 *Eirik Salvesen*

18:05 **INTRODUCTION: TREATMENT PLANNING**  *Hugo Madeira*

18:10 **#MYEXPERIENCESAYS:** Experts share their knowledge on the role of technology in supporting the planning of the case and in patient communication
 *Alberto Ortiz Vigon*
 *Luiz Gonzaga*
 *Adam Hamilton*

18:20 **INTRODUCTION: TREATMENT**  *Hugo Madeira*




18:25 **LECTURE:** Predictable esthetic results with digital workflows  *Maja Chmielewska*

18:40 **LECTURE:** Solution for complex esthetic cases  *Luiz Otavio Camargo*


18:55 **BREAK**




19:05 **LECTURE:** Lab considerations for immediacy in esthetic cases  *Bjorn Roland*


19:20 **INTRODUCTION: FOLLOW UP AND MAINTENANCE**  *Hugo Madeira*

19:25 **#MYEXPERIENCESAYS:** Experts share their knowledge on how to motivate patient post-treatment compliance and keep an open communication channel with them
 *Steven Bongard*
 *Eirik Salvesen*
 *Laurence Adriaens*

19:35 **PANEL DISCUSSION**

MODERATORS:
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PANELISTS:
 *Hugo Madeira*
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 *Luiz Otavio Camargo*
 *Bjorn Roland*
 *Steven Bongard*
 *Laurence Adriaens*
 *Luiz Gonzaga*

20:05 **CLOSING**  *Holger Haderer*