

WHEN GOOD DENTISTRY ISN'T ENOUGH: A Heartfelt Analysis of The Patient Experience



LEARNING OBJECTIVES

- Reflect on the importance of committing to the patient experience
- Recognize the opportunities for the dental professional to deliver an impactful patient experience
- Identify actionable steps for elevating the role of the dental provider in providing a valuable experience for the dental patient

SUGGESTED AUDIENCE:

Dental Professionals

SUGGESTED FORMATS:

Keynote

In an industry where challenges with third party payers, non-compliant patients, and physical burnout run rampant, dental providers are met with increasing patient demands, compassion fatigue and consistent stressors.

While we continually strive to elevate the standard of care, improve procedural protocols and reflect on patient communication techniques, patients still decline dental treatment, disagree with treatment recommendations and question standard protocols. Despite our training, patients experience undue postoperative pain. Although we research policies, patients become upset with poor third-party reimbursement, and even though we look forward to treating patients, most do not fancy a visit to the dental office.

Despite our best efforts, there are times when the dentistry we have studied and implemented is simply not enough to elevate the care we provide to our patients. With wit, charm and a profound skill in storytelling, Katrina shares her most intimate patient experience. Discover the poignant lessons that only a mother can teach in not only elevating but also rehumanizing the patient experience.



“I’ve not seen someone captivate and hold an audience in the palm of your hand as you did.”

Margy Schaller



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KATRINA M. SANDERS RDH, BSDH, M.ED, RF



A clinical dental hygienist, author and international speaker, Katrina is a vibrant, passionate and charismatic award-winning educator with a unique approach to delivering continuing dental education.

Katrina's lectures incorporate a caring, comedic, honest and supportive style. Her passion for educating, empowering and instilling compassion within the dental industry fuels her desire to advance the affective skills of the dental community.

Katrina's zest for dentistry is infused throughout her content as she lectures on provocative topics while leaving participants with a call to action and an abundantly renewed sense of pride for their industry.

Katrina is the Clinical Liaison, Hygiene Excellence and Innovation for AZPerio, the country's largest periodontal practice. She works alongside Diplomates to the American Board of Periodontology to instruct on collaborative professionalism and standard of care protocols.



Course is delivered in honorarium and loving memory of Linda Marie Sanders.

"Katrina delivered *When Good Dentistry Isn't Enough* in a TED style format for our JUMPSTART annual conference in which she connected with and emotionally moved the entire room. Her message was clear, her delivery was perfect, and her heart was felt by all. For many attendees, Katrina's presentation was a highlight of the conference (as reflected in course evaluations). Thank you, Katrina!"

—Vanessa Emerson

"The most moving, exquisitely delivered presentation of the entire event."

Kathryn Kamish Gilliam

"It was so beautiful and a tremendous gift of honesty, bravery, and inspiration to everyone in that ballroom!"

Dr. Ronni Brown

"Katrina Sanders' presentation *When Good Dentistry is not Enough* resonates with and stirs the deepest layers of emotion. The story of her mother is one about all mothers; a story that needs to be experienced and remembered. In our world of dentistry with its heightened emphasis on technology, it is important to be reminded that our patients need moments of caring. *When Good Dentistry is not Enough* is the message we need now."

—Dr. Paul Homoly

"I was fortunate to be in the audience when Katrina delivered her outstanding presentation *When Good Dentistry Isn't Enough* at Jumpstart 2019. I have not only spoken personally at 200+ events but have also attended countless others and the way she captivated the room was amazing. I personally was incredibly moved as was the entire audience and you could have heard a pin drop during her presentation. It is one that I will remember for quite some time. In this day and age I cannot say that about many that I have attended. Katrina is an amazing speaker and storyteller and I look forward to her next presentation."

—Dr. Leonard Tau

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