



CE & CANAPÉS

1 CE Credit will be awarded

CONSTANTLY CONNECTED PATIENT CARE: WHEN SOCIAL MEDIA & MOBILE TECHNOLOGIES INTERFERE WITH PATIENTS AND THE DENTAL PROFESSIONAL



Jesse Miller, MA, PgDip
Founder
Mediated Reality

HOSTS



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Does your staff use social media & mobile technology at work?

Do you want to bring your professional experience to social media in the smartest way possible?



DATE

Fri, Nov-15-2019



TIME

6-7p Drinks & Canapés
7-8p Lecture
8-9p Drinks & Canapés



LOCATION

Terminal City Club
837 W Hastings St.



FEE

\$35



CHEQUE PAYABLE TO

Dental Specialist
Society of BC



MAIL TO

Dr. Belinda Weltman
Secretary, DSSBC
1807-805 West Broadway
Vancouver, BC, V5Z 1K1

Name:

Specialty:

College ID:

COURSE DESCRIPTION:

This session will focus on an overview of social media platforms and Internet culture, known issues in the dental-world surrounding social media use and abuse and a discussion of how and when social media can be used to promote practice.

We will also address the benefits of managing dental practice social media communications and establishing policy for patients and staff

LEARNING OBJECTIVES:

Overview of social media platforms and Internet culture

Known issues in Dental-world surrounding social media use

Discussion of how and when social media can be used to promote practice

Using Social Media to engage dental practice brand

Practice Management - how to risk-assess using social media

Bridging the perceived technology generation gap.

Exploring policy to mitigate emerging communication issues with staff and patients

SPEAKER:



Jesse Miller, MA, PgDip is a recognized authority on the topics of Internet safety, social media awareness and communication trends. He has been a keynote speaker at PDC, and has lectured nationally and internationally.



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BCDA

British Columbia Dental Association

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