

UNDERSTANDING DENTAL FEAR: SUCCESSFULLY TREATING THE APPREHENSIVE PATIENT

Most people report dental appointments cause significant levels of anxiety.

The consequences? Patients don't pursue treatment, case acceptance rates decline, appointments are broken, or the provider is perceived as not being open to apprehensive people. At the same time, dentists and dental teams become frustrated when techniques that comfort one patient backfire on another. Most importantly, failing to manage dental fear results in patients not receiving the dental treatment they need.

This course explores the underlying types of dental fear and how it is evident through a patient's personality. Skills to identify and alternatives to treat patient fears will be discussed. *Dental teams are encouraged to attend as a group.* This course is ideal for both practices offering complex, high-end treatment or routine care.

“Excellent course. The speaker was informative with a wonderful sense of humor which made the material fun!
Very valuable. Please bring him back next year!”

—Attendee, Yankee Dental Congress



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LEARNING OBJECTIVES:

- Identify the four underlying causes of dental fear and the varying intensity of the fear
- Explore the four basic personality types
- Understand how emotional intensity grows as the appointment draws nearer
- Examine the concept of the approach/avoidance conflict and how it pertains to patient behavior
- Learn to efficiently assess patients' dental fears
- Illuminate the influence of the dentist's personality
- Understand five treatment options, including advantages and disadvantages
- Learn to develop treatment plans that consider the patient's dental fears
- Discover techniques for being compensated for extra time on fearful patients

Suggested Audience:

General Dentist and Specialist, Clinical and Business Team

Suggested Format:

Full- or Partial-Day; Lecture, Workshop, Keynote