

IN OFFICE TRAINING

 Academy of
Chairside Assisting
with Shannon Pace Brinker

About Shannon Pace Brinker

Shannon Pace Brinker, CDA, is a national and international speaker and published author. She has been a full-time practicing dental assistant for more than 25 years and works for Dr. Robert Korman in Virginia Beach, VA.

She is an active member of the AACD, was the first auxiliary to sit on the AACD Board of Directors, and was awarded the AACD Rising Star Award. Shannon was selected one of Dentistry Today's Top 100 Clinicians. She was also selected as Dental Products Report's 25 most influential women in dentistry and Dr. Bicuspid's dental assisting educator of the year.

She has written more than 300 articles about clinical applications and has a current column in Dental Product Reports for team evaluations of dental products and materials. She has her own publication for dental assistants in partnership with Schein Dental called Side by Side. She has started one of the first online platforms designated for dental assistants called the Academy of Chairside Assisting.





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Shannon's lectures on dental assisting are unrivaled on the U.S. dental circuit. She speaks enthusiastically about her experiences... while never forgetting her primary role as a clinical assistant and her love for her patients.

– Mickey Bernstein, Accredited Member and Past President, American Academy of Cosmetic Dentistry



Create Champions in Your Practice

Your team will learn...

- An overview of the masticatory system
- Proper procedure for a new patient consult - including how to convert initial patient phone calls into appointments and how to address any patient concerns
- An analysis of office systems to ensure both patient and staff member needs are being met in the best manner
- How to present segmented treatment plans to patients in need of a lightened financial burden
- How to properly schedule appointments throughout the day to ensure both patient and doctor are provided a sufficient amount of time
- The need to understand each patient's listening and communication style, allowing your staff to communicate effectively with all patients
- The skills needed to use a digital camera to shoot a full set of diagnostic digital photographs
- How to ensure records are kept properly and legally
- How to conduct team meetings to ensure all staff members are on the same page
- An emphasis on providing a patient first approach to dentistry by ensuring the entire experience is pleasant from start to finish



Create Champions in Your Practice

Your team will learn...

A well trained team is a key component to your business success. However, until your staff members take action to implement what you have learned about complete dentistry, 'goals' and 'strategies' are nothing but words. Results come from team members who are enabled and trained to do the right thing at the right moment, which is why we created the Complete Care In-Office Training Program.

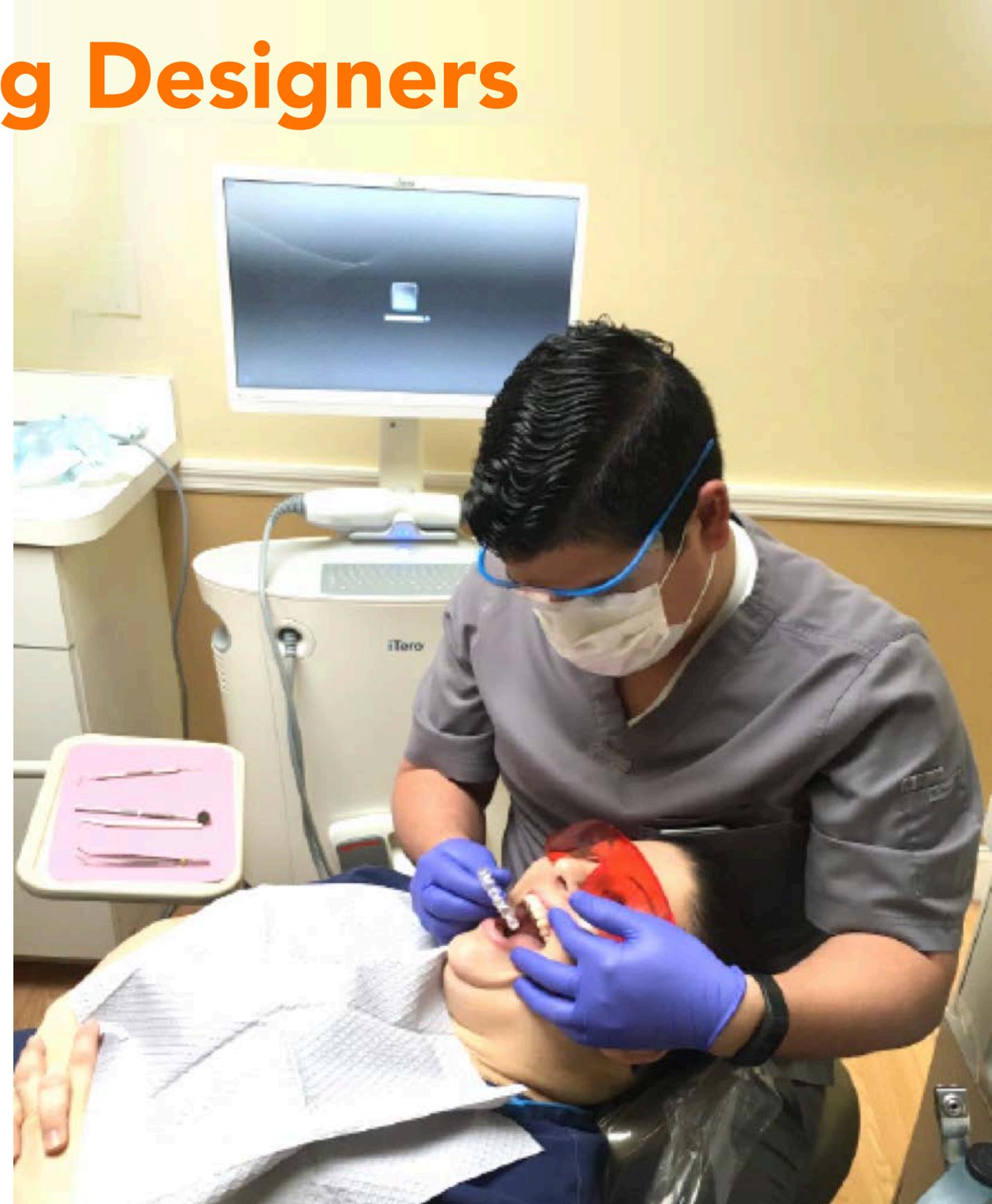
Since your ability to acquire and retain patients is vital to your long-term success, you need a commitment from each member of your staff to learn the knowledge, skills, and behaviors for creating the ever-important new patient experience. In addition, we will train them on techniques to re-energize existing patient relationships. Every team member needs skills that help encourage repeat business and referrals, and transform your patients into lifetime advocates, differentiating your office amidst a sea of competitors.



Creating Digital Scanning Designers

Training overview

We are often asked by dentists and their teams how to effectively integrate digital scanning into their busy schedules. Digital scanning is a great tool for your practice and provides accurate, efficient scans to assist in treatment planning. We help your practice get over the hurdle of utilizing digital scanning by implementing a digital workflow with the modern tools available to perform consultations in a simplified manner. Whether your practice handles restorative, orthodontic, or implant cases, digital scanning can help your team be more effective, saving time and increasing production while both your practice and your patients benefit from improved treatment planning and a streamlined workflow.



Creating Digital Scanning Designers

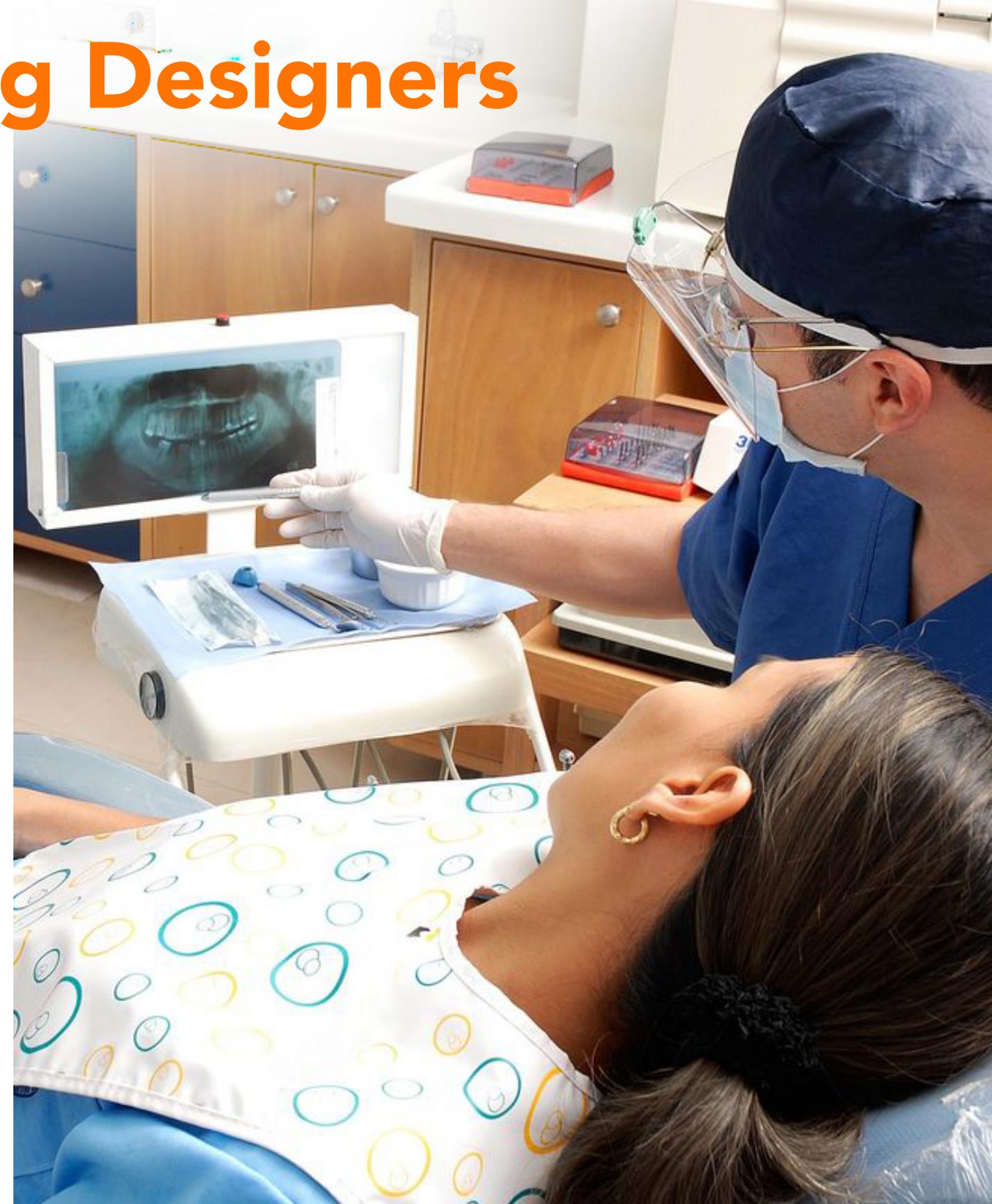
Training description

Our Digital Designers now offer one on one immersive training for emerging practices who want to utilize the latest scanning technology in their practice. Providing each team member with extensive, role-specific training reduces the stress of seamlessly integrating scanning into their daily routine.

Our ACA training program consists of the following:

- Building a solid understanding of the scanning system being utilized in your office plus software fundamentals, materials, and techniques for success
- Establishing scanning specialists to make the patient experience smoother
- Determining strategies to permanently implant scanning in your practice
- Learning to delegate tasks during the patient visit for better efficiency
- Utilizing scanning results to increase case acceptance and production
- Free enrollment in the Academy of Chairside Assisting online learning platform, a great tool and resource for your entire team!

Our designers work in practices just like yours every day so we know what it takes to get your team scanning. We've watched great transformations in many practices over the years, let us work with your team to improve the operations of your practice while creating a better patient experience.



Photography in Your Practice

Training overview

Photography during treatment planning is the differentiator in every dental segment and greatly contributes to increasing case acceptance in your practice. Team members who understand the importance of reviewing photos during patient presentations make your practice stand out. When you have images that are blurred, off center, not positioned correctly, or sloppy, patients become anxious. During this session, your team will learn how photography can transform your practice. Digital photography in your practice allows your team to build amazing relationships that will keep patients coming back for a lifetime.



Photography in Your Practice

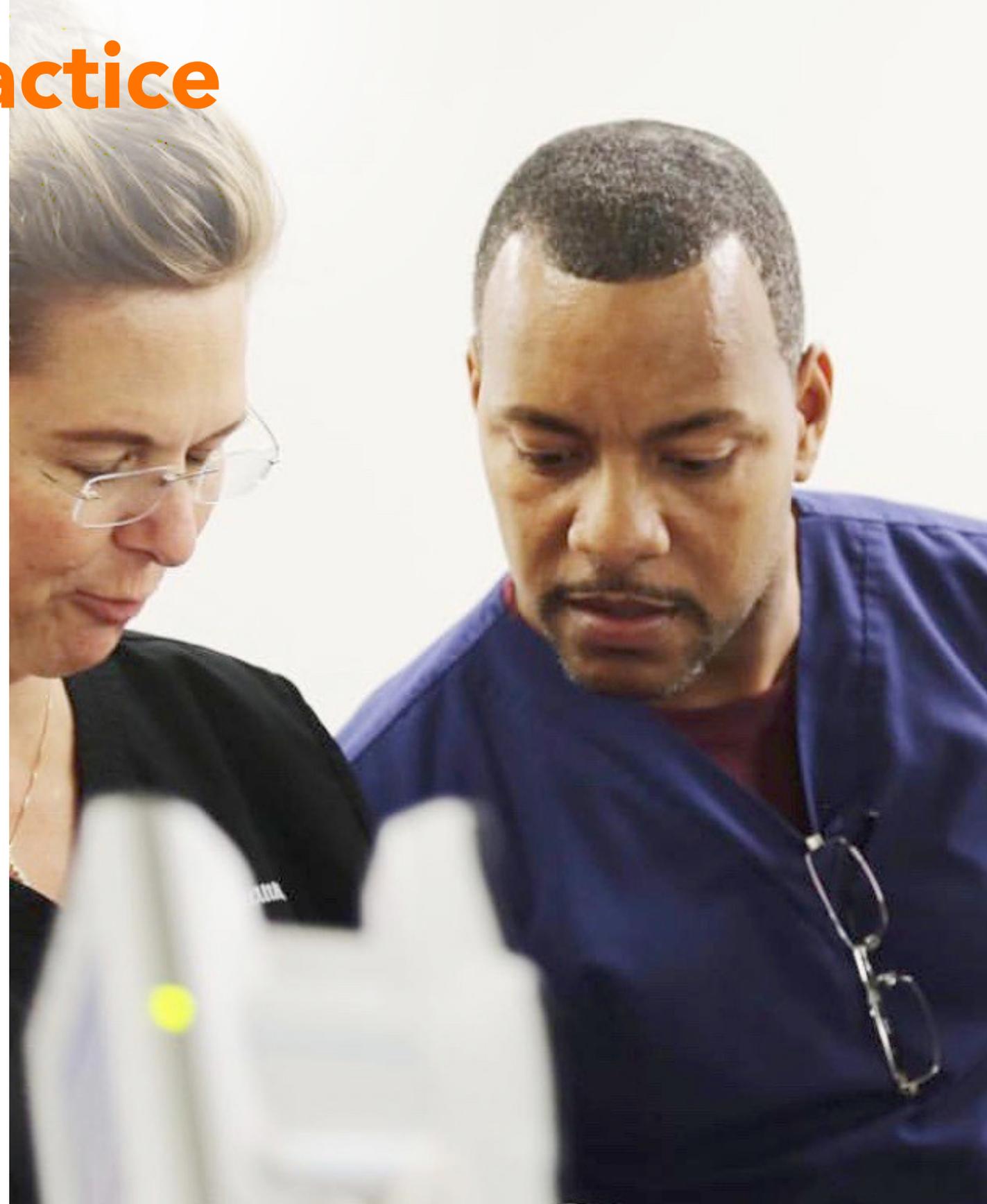
Training overview

Taking the right photos with proper lighting is just the start—we will teach your team all aspects of photography no matter what equipment you choose to utilize. The results of this training will be immediately clear when you compare the patient images before and after we visit your practice.

Our ACA training program consists of the following:

- Employing strategies to improve case acceptance with digital photography
- Selecting a set of standard images that enhance the appointment process
- Building a system within your practice to ensure consistent communication
- Positioning patients to achieve the best possible results every time
- Transferring, printing, and storing images in a HIPPA complaint manner
- Free enrollment in the Academy of Chairside Assisting online learning platform, a great tool and resource for your entire team!

We will start by guiding your practice through a series of exercises proven to be effective in increasing production and patient satisfaction. Our training team has worked with hundreds of practices just like yours to change the way they see photography. We can customize a system around any piece of equipment that will take your practice to a new level!



Becoming the Efficiency Expert

Training overview

Increase productivity and reduce stress in your practice when you eliminate treatment interruptions caused by disorganization. When you decrease the amount of time spent in a chair, you can increase the time spent on the things that really matter. Learn how to get your practice back on track with our proven system that will save you time and money. Increasing office efficiency is possible when you let us help you create an organizational system that your team will be able to implement and maintain. Our efficiency experts will help to organize your office and train your team in your own office while also helping you meet infection control guidelines.



Becoming the Efficiency Expert

Training description

Why do you need an efficiency consultant? We will work with everyone on your team to design a system that works for the entire practice. With our extensive manufacturing partnerships you will have access to all of the trays and storage systems needed to customize your practice.

Our ACA training program consists of the following:

- Setting up operatories for consistent tray access & procedural consistency
- Color coordinating your system to reduce confusion among the team
- Organization in the operatory, which makes patients feel more confident
- Optimizing instruments and materials for optimal performance
- Complementary workbook on inventory control and safety compliance
- More cost effective supply ordering to reduce your materials spending
- Free enrollment in the Academy of Chairside Assisting online learning platform, a great tool and resource for your entire team!

We can help you run a profitable and health code compliant dental practice with proven systems that are easy to implement. Your team will be able to sustain the protocols with our innovative solutions for creating a highly organized and efficient practice with proper infection control. Reset your practice and get a fresh start with dental efficiency.



Keep the Learning Momentum Going...

CPS Can Customize In-Office Orthodontic Training Based Upon Your Practice Needs

Designed to provide comprehensive in-practice team development that will teach the doctor and team together all the systems needed to implementation of Invisalign.

CPS are the trainers for Invisalign. That means they trust our training and knowledge. The CPS clinical team of trainers will help your practice build better systems, understand pathway and process, manage and market your practice for successful Invisalign integration, and help to identify the **InvisiLeader** in your practice.

What we can provide:

Treatment Coordinator

- Conducting The Invisalign Consultation
- Financial conversations from every role in the practice
- Getting more patients to say yes to aligner therapy
- Proper scheduling for Invisalign



Keep the Learning Momentum Going...

CPS Can Customize In-Office Orthodontic Training Based Upon Your Practice Needs

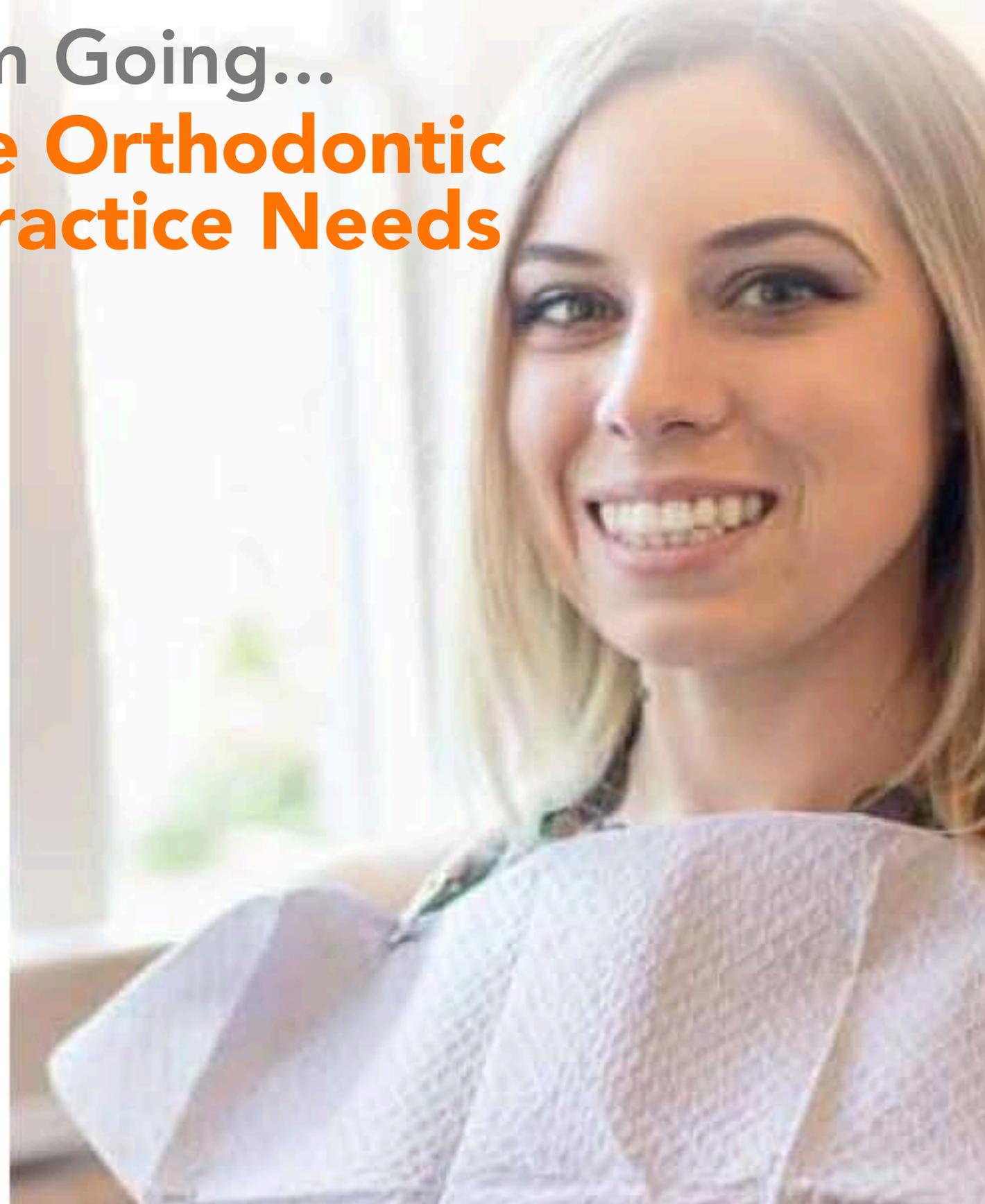
What we can provide:

The Hygienist

- How to conduct a occlusal exam and utilization of digital images
- Verbal skills to encourage compliance radiographic techniques for all types of x-rays proper verbiage in regards to orthodontics

The Dental Assistant

- Utilization of digital photography and scanning
- Impression techniques for PV S and digital scanning
- Proper placement of attachments
- Invisalign troubleshooting: Utilizing Clincheck software, understanding tracking issues, accelerated devices and much more!



Keep the Learning Momentum Going ...

Customize In-Office Orthodontic Becoming the Invisaleader in you Practice

What they are saying...



Having the CPS team in our office has helped our team to understand more of how to implement Invisalign into our restorative and cosmetic practice. Their knowledge of practical application was very valuable. They engaged with our team creating an open environment for exchange of information to walk us through how to be successful.

— Patrick Pedlar, DDS



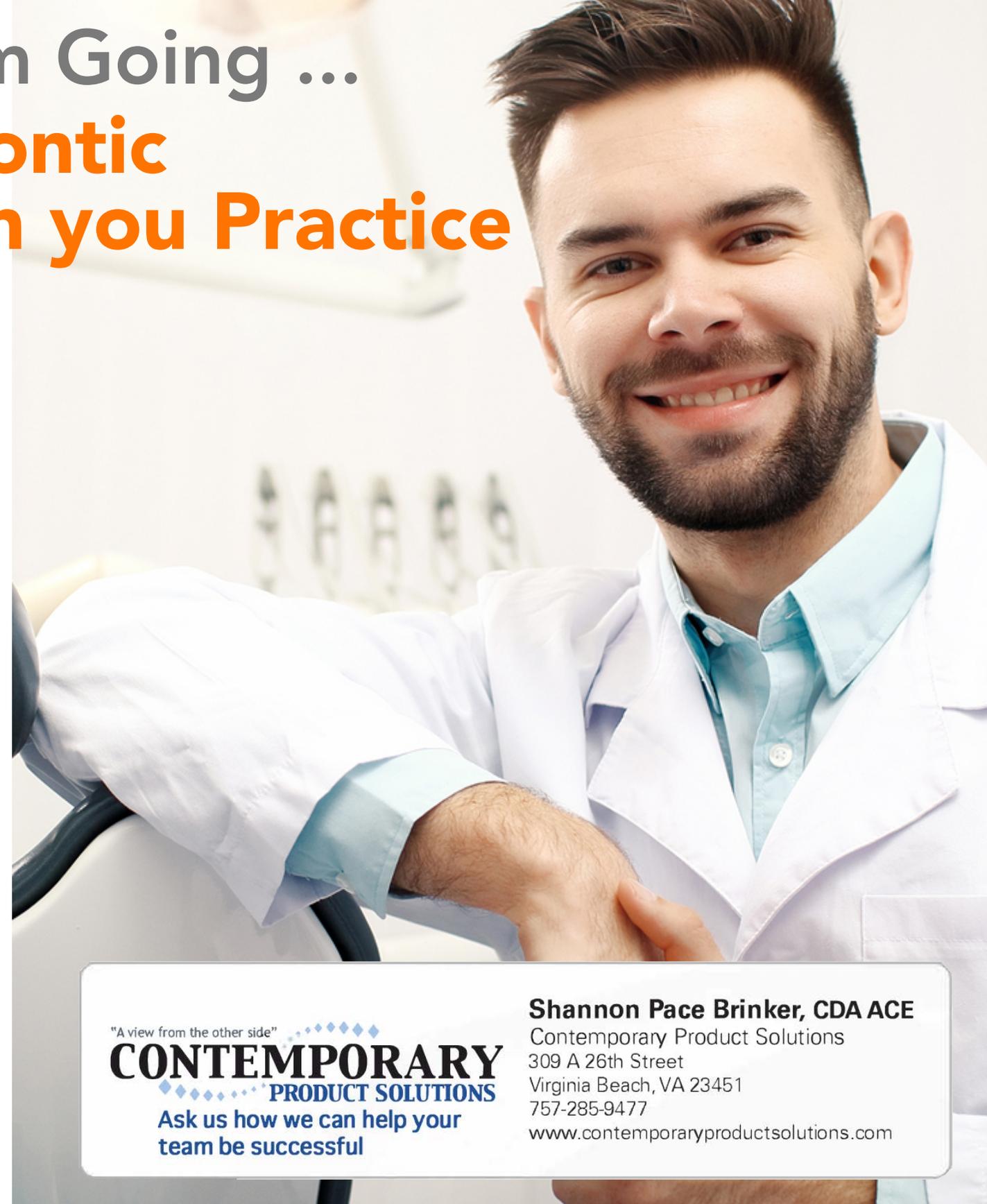
This was an excellent learning experience for my whole team. Having team members that work in a practice that relate to the roles of our team made it easier to relate. Thank you CPS!

— Miriam Impala, ROH



I recommend the in-office training to anyone interested to going to that next level with Invisalign. The In-Office team covered all practice implementation, troubleshooting and techniques required for the success of Invisalign. The in office hands on training made this training the best I have every had.

— Barb Dry Dale, CDA



"A view from the other side"
CONTEMPORARY
PRODUCT SOLUTIONS
Ask us how we can help your
team be successful

Shannon Pace Brinker, CDA ACE
Contemporary Product Solutions
309 A 26th Street
Virginia Beach, VA 23451
757-285-9477
www.contemporaryproductsolutions.com

Dental Assistant Training From Our Side of the Chair

Speaker Shannon Pace Brinker CDA , CDD

This program is for all dental team members

- The ideal chairside dental assistant must be current and knowledgeable in materials science and be proficient in the various step-by-step procedures that are now required to deliver state-of-the-art dentistry to the patient. Increase your artistic skill and satisfaction by learning about materials and techniques that can help deliver to the patient the best dentistry has to offer! This is one comprehensive course that every dental assistant needs to attend!



Dental Assistant Training From Our Side of the Chair

Speaker Shannon Pace Brinker CDA , CDD

What you will learn

- The Concept of Complete Dentistry
- Advanced Smile Design Isolation Techniques For Esthetic Dental Procedures.
- Laboratory Diagnostic Composite Mock Ups (Veneers, Crowns, Bridges and Implants)
- What to do if teeth are missing—Single tooth replacement
- Methods Of Provisionalization For Partial And Full Coverage Restorations (Indirect and Direct Techniques)
- Carving techniques for realistic anatomy and ideal occlusion
- Techniques To Deliver Bonded Dental Restorations.
- Laboratory Communication For Esthetic Restorations.
- Proper Record Keeping: Making Your Chart Legally Correct.
- Rubber Dam Placement (3 Ideal Dam techniques)
- Etch-Prime and Bond, Matrix placement for Direct Composites
- Assisting Techniques (Preparation/Delivery)
- Bleaching (In Office and Home)
- Dental Materials Update:
- What's New and What Works Well

Course Offerings:
6 hours of CE Credit (Scientific)



Speaker Shannon Pace Brinker CDA , CDD

Shannon Pace Brinker, CDA a National and International Speaker and published author and a 1994 graduate of the Dental Assisting Program at Bowman Gray School of Medicine. She has been a full time practicing dental assistant for over 23 years. Shannon has been on faculty at the Dawson Academy as well as Spear Education, instructing through both lectures and hands on programs. Shannon is the first auxiliary to sit on the AACD Board of Directors. She was voted Dental Product Reports top 25 Women in Dentistry.

Shannon is a member of the E4D Clinical Operations Operators (ECO) group and had extensive input for the certified dental designer CDD certification.

Shannon was selected one of Dentistry Today's Top 100 Clinicians.

She is the Editor in Chief for Contemporary Product Solutions and consultant for many dental manufacturers.

For information please contact her at 757-285-9477 or via Email at: shannonpace@aol.com



Becoming the Whitening Specialist with Shannon Brinker, CDA, CDD

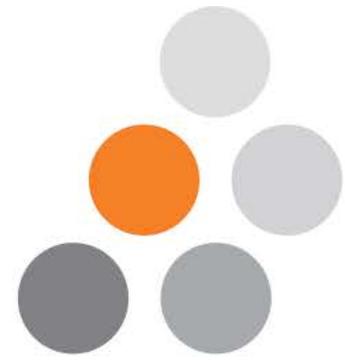
Whiter, Brighter, Healthier Teeth

Become a whitening specialist in your practice! Increase your whitening business and give your patients the bright, white smile they want. The Whitening Specialist Course from Ultradent Seminars will teach you how to find the perfect whitening procedure for each of your patients and how to help them reach their whitening goals. This course will cover the practical techniques for both in-office and take-home whitening and how to include whitening in an existing treatment plan.

Education Objectives

- Practical techniques for in-office and take-home whitening
- How to do a whitening consultation and understand who is a candidate for each whitening procedure
- The differences between carbamide and hydrogen and what type of whitening the patient needs
- Proper home-care instructions and tips to achieve patients' goals
- Contributing factors associated with tooth discoloration
- Hands-on demonstrations to improve whitening skills
- Impressions for home whitening trays
- Pouring and trimming models
- Fabrication of whitening trays





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