

Safe and effective dental care requires close attention to patient needs while managing the various risks associated with clinical practice. Implementing effective patient safety and risk management strategies to protect your patients and your practice can help to improve patient outcomes and minimize the possibility of a malpractice claim. Learn from the experiences of your colleagues, as our presentation and discussion of claim scenarios teach you and your staff about key risk exposures.



**Upon completion of this course, participants should gain knowledge to:**

- Implement a team approach to patient safety and risk management practices.
- Effectively apply the informed consent process to improve patient understanding, safety and satisfaction.
- Enhance and apply skills and principles such as emotional intelligence, empathy and active listening to facilitate effective communication with patients, co-workers and colleagues.
- Develop and implement methods to document and assess adverse outcomes and patient dissatisfaction.
- Assess the risk management implications of various doctor-patient interactions, including informed refusal and patient termination.
- Implement record keeping practices that enhance patient care and reduce malpractice risks.
- Understand how the standard of care and negligence apply to dental professional liability.

One of the most comprehensive risk management programs available, the CNA Dental Professional Liability Risk Management Seminar is presented by a dentist with risk management experience and includes an update of state-specific issues by a local defense attorney.

By completing the seminar, attendees will earn up to 4.5 hours of continuing education credit.\*

\*This may vary, according to review and approval by state boards of dentistry.

Please remember that only the relevant insurance policy can provide the actual terms, coverages, amounts, conditions and exclusions for an insured. All products and services may not be available in all states and may be subject to change without notice.

The Professional Protector Plan® is a registered trademark of B & B Protector Plans, Inc., a wholly owned subsidiary of Brown & Brown, Inc., Daytona Beach and Tampa, Florida, and is underwritten by Continental Casualty Company and National Fire Insurance Company of Hartford.

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This informative program will motivate you to assess your practice, apply critical thinking, make prudent choices that enhance patient care and help you to reduce your risk of a malpractice claim.

All dentists who are insured through the Professional Protector Plan® (PPP) for Dentists will receive a premium credit on their professional liability premium upon renewal for three consecutive years. Dentists not currently insured by the PPP may qualify for the credit if they purchase their coverage within one year of attending the seminar.



**Academy of General Dentistry Approved PACE Program Provider**  
**FAGD/MAGD Credit**  
**Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.**  
 1/1/2015 to 12/31/2018  
 Provider ID 209717.

**FRIDAY - February 24, 2017**  
**Doubletree by Hilton**  
**1000 NE Multnomah**  
**Portland, OR 97232**

**Registration 8:00 - 8:30**  
**Seminar 8:30 - 1:00**

By attending the seminar, you will receive a 7.5% discount off the malpractice portion of your professional liability policy for three years

**We invite you to join the many dentists and staff who have improved their practices by attending a CNA seminar.**

This seminar is sponsored by CNA on behalf of the PPP and will be hosted in your area by your PPP State Administrator agent.

**Help reduce your liability exposures. Register today.**

The seminar is open to all dentists, and staff members are encouraged to attend. However, space is limited and priority will be given to dentists.

**Please print clearly when completing this form. List additional attendees on a separate sheet and attach to this form.**

\_\_\_\_\_  
 Name of individual attending

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 Name of individual attending

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 Name of individual attending

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 Address line 1

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 Address line 2

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 City, State, Zip code

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 Area code and daytime telephone number

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 Number of dentists attending      Number of staff attending

\_\_\_\_\_  
 Total payment enclosed

**\$125.00 per person registration fee**

If insufficient enrollment results in cancellation of the seminar, registration fees will be returned.

Questions call Deanna 1-800-562-5226

**Registration Deadline: 2/13/2017**

**Please return this form and payment to:**  
**Pacific Underwriters**  
**PO Box 68787**  
**Seattle, WA 98168**

**For questions or comments about seminar content, please contact CNA at 888-600-4776.**

**Enhance patient care  
and reduce your risk of a  
malpractice claim.**

The CNA Dental Professional Liability Risk Management Seminar, developed by dentists for both dentists and their staff, will provide you with skills, tips and techniques to help you better manage patient care, as well as strengthen your leadership role in the practice.

## **Dental Professional Liability Risk Management Seminar**



**Presentation topics include:**

- Dental incident scenarios and examples.
- Claim trends and related considerations.
- Communication topics, principles and approaches.
- Adverse event issues, prevention and management.
- Record keeping and documentation practices.
- Informed consent and informed refusal procedures.
- Patient care/patient management risks.
- Emerging risk issues and much more.



**Earn up to 4.5 hours  
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Presented by CNA, underwriter  
of The Professional Protector  
Plan® for Dentists

