STOP BLAMING YOUR PATIENTS: LEAD BY EXAMPLE AND BECOME A BETTER COMMUNICATOR

DR. TIEN JIANG

In clinical practice, we are constantly met with patients who don’t “get it”, whether their home oral hygiene behaviors never change or they resist accepting treatment. Our automatic reaction may be to blame them. But what about us? In the age of social media, the dental team is constantly faced with dispelling misinformation and false advertising. This combined with dental anxiety and existing mistrust create constant communication barriers between patients and dental providers. Simple and concise patient education tools in the dental setting can combat these factors and potentially improve patient outcomes. Stop blaming the patient, and let’s improve our own techniques. This session will make you rethink how you engage with patients. You will learn how to revitalize patient education by applying simple concepts of readability, plain language, and communication techniques.

EDUCATIONAL OBJECTIVES

• Explain readability in the context of patient communication and oral health education
• Define plain language and prepare an example of using it for your next written/spoken communication
• Identify at least three communication techniques from the American Medical Association that will improve patient understanding

CLINICIAN

TIEN JIANG, DMD, MED received her Bachelor of Arts from Dartmouth College in Linguistics and French. She then pursued dentistry at the Harvard School of Dental Medicine (HSDM). While a pre-doctoral student, Dr. Jiang became interested in dental education and was selected as a Fellow in the Academic Dental Careers Fellowship Program through the American Dental Education Association. After graduating cum laude and earning a Doctor of Dental Medicine degree at HSDM, Dr. Jiang moved to the Midwest to specialize in Prosthodontics at the University of Illinois at Chicago (UIC). During her residency, Dr. Jiang also completed a Master of Education in Instructional Leadership at the UIC College of Education. Her research involved evaluating UIC’s pre-doctoral small group learning curriculum, as well as a review of dental faculty retention and recruitment methods. She is a member of the American College of Prosthodontists, American Dental Education Association, American Dental Association, and the Massachusetts Dental Society. Examinations; and Director, Central Arizona Dental Society. He has conducted and extensively published basic science, translational and clinical research.

CANCELLATION POLICY

Cancellations received up to 72 hours prior to the course will receive a 50% refund. No refunds will be given for cancellations received within 72 hours of the course. Please note that Zoom will allow you to cancel out of a Zoom event at any time, however, all cancellations for this course must be made directly with UBC in accordance with this UBC CDE cancellation policy.

The Association of Continuing Dental Education (ACDE) brings together individuals who represent college-and university-based continuing dental education programs associated with accredited dental schools in Canada and the United States. The ACDE is here to serve you, the dental professional, in delivering high quality, evidence-based continuing dental education programs to meet your educational needs.

The University of British Columbia, Continuing Dental Education in conjunction with the ACDE, and along with 30 of its member schools, jointly presents the “ACDE Webinar Series”. This series features university-based key opinion leaders presenting on numerous topics on multiple dates and times. Presentations are available to meet every dental health care professional’s schedule and interests.

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