



COLUMBIA UNIVERSITY
College of Dental Medicine

Managing Complex Esthetic & Implant Cases

Columbia University Irving Medical Center, New York City
Saturday, March 10, 2018

Case Management: Trust and Value

Marc Schlenoff, DDS

COURSE DESCRIPTION

The alternative title to this presentation is “Why is He/She getting all of the big cases and I’m not?” As important as it is to master the techniques, the goal is to be able to use them in your practice. This lecture will review the key components of the doctor/patient interaction, creating trust and value. After mastering these two skills, dentists will feel more comfortable in presenting extensive treatment plans, and be rewarded with greater case acceptance.

LEARNING OBJECTIVES

- Learn the mastery of value creation, and its importance in treatment planning
- Learn why without first creating trust, no treatment plan will ever be accepted
- Learn how to separate yourself from the thousands of other dentists in the New York area and beyond

BIOGRAPHY



Dr. Marc Schlenoff, a 1981 graduate of the University of Maryland Dental School, practiced general and esthetic dentistry in New Jersey since 1985. He is currently director of the Advanced Education in General Dentistry Program, and assistant professor in the Department of Prosthodontics at Columbia CDM. Dr. Schlenoff has been an instructor at the Aesthetic Advantage Hands-On Symposium for the past 15 years. He also taught hands-on courses at the American Academy of Cosmetic Dentistry annual meetings. As an attending dentist at Morristown Medical Center, where he has trained dental residents in both clinical dentistry and in practice management, Dr. Schlenoff was the recipient of the first annual Morton Wertheimer Award for Teaching Excellence. Dr. Schlenoff is also a member of the faculty at New York-Presbyterian Hospital/Weill Cornell Medical Center, where he was recently honored as the Attending Dentist of the Year. The Consumer's Research Council of America has named Dr. Schlenoff one of America's Top Dentists for Cosmetic and Restorative Care for ten consecutive years. He has also completed a certificate program at Rutgers University in Essential Business Skills for Dentists.