

The organizational and pricing systems commonly used for periodontal treatment are fundamentally flawed. **Acknowledging that extra-clinical management is just as critical as clinical care for achieving long-term success, we have developed an innovative organizational model.**

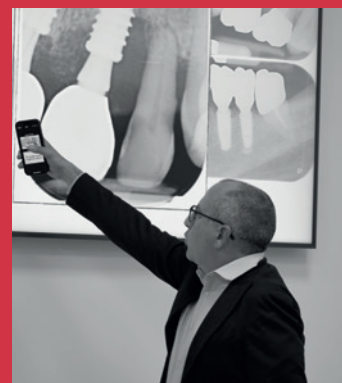
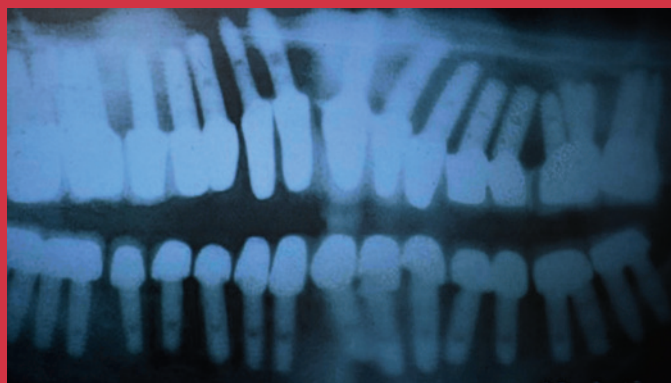


In this approach, communication with the patient is regarded as a **strategic therapeutic tool**, while the fee structure becomes a powerful means of communication. This method eliminates misunderstandings and fosters shared treatment goals between the patient and the dental team, thereby enhancing therapeutic outcomes.



By shifting from a fee-for-service mindset to a fee-for-care perspective, patients are engaged in a true therapeutic alliance. With this system, **practices can significantly improve patient adherence to periodontal treatment.** For external collaborators, **it provides a distinctive value, allowing them to position themselves not only as periodontal specialists but also as proactive partners within the dental team.**

*The good doctor treats the disease;
the great doctor treats the patient who has the disease*





SPEAKERS

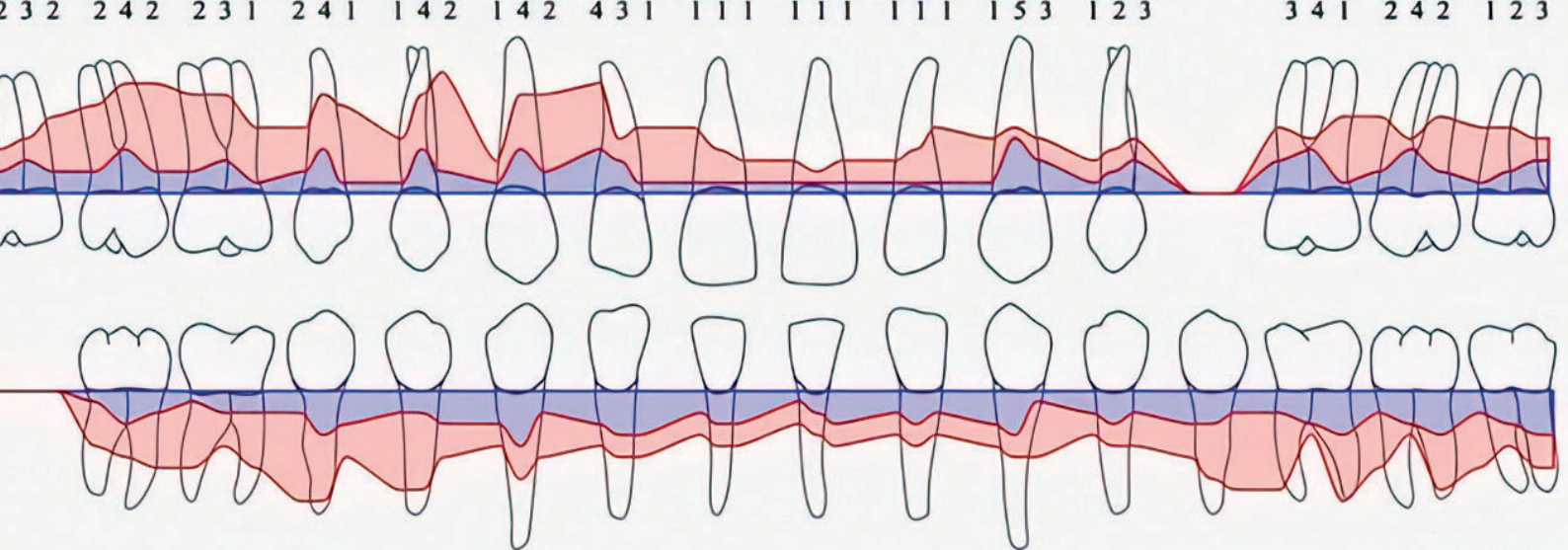
Dr. Giorgio Pagni

Giorgio Pagni is a Periodontist practicing in Florence, Italy and a Lecturer at Harvard School of Dental Medicine. He got his Master in Periodontics and Oral Medicine at the University of Michigan and is a Diplomate of the American Board of Periodontology. Co-Founder of iPerio, he is active member of the Italian Society of Periodontology and Implantology (SIDP) and of Florence Perio Group, co-founder of the National Osteology Group Italy (NOGI) and SIDP Giovani. He is also a member of the American Academy of Periodontology (AAP), of the Italian Dental Association (ANDI), and is part of the Expert Council of the Osteology Foundation. Founder of ANDI Firenze Giovani and Council member of ANDI Firenze. He serves as reviewer for the Journal of Dental Research (JDR), the International Journal of Periodontics and Restorative Dentistry (IJPRD), and Plos One.

Dr. Michele Modoni

Graduated with honors in Dentistry and Dental Prosthetics in 1993 at the Università Cattolica in Rome. Attended numerous advanced training courses in Italy and abroad in periodontology, implantology, and prosthetics. Member of the Italian Society of Periodontology and the Italian Academy of Osteointegration. Author of two articles published in international journals. Speaker at various scientific congresses. Works as a private practitioner in his offices in Galatina and Casarano, exclusively in periodontology and prosthetics.





FEBRUARY 17

09:00 - 10:30

Periodontitis in Italy: epidemiological data and its impact on the dental profession in the coming years

10:30 - 11:00

Coffee break

11:00 - 13:00

How to organize a “perio-based” dental practice to make periodontology more profitable in our clinical reality

13:00 - 14:00

Lunch

14:00 - 15:30

Recognizing the periodontal patient and involving them in the therapeutic alliance

15:30 - 16:00

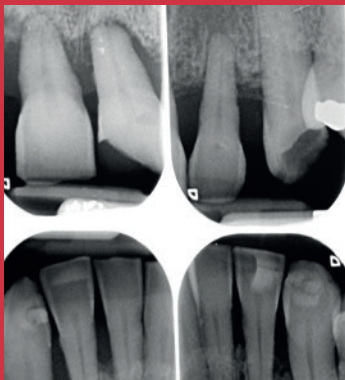
Coffee break

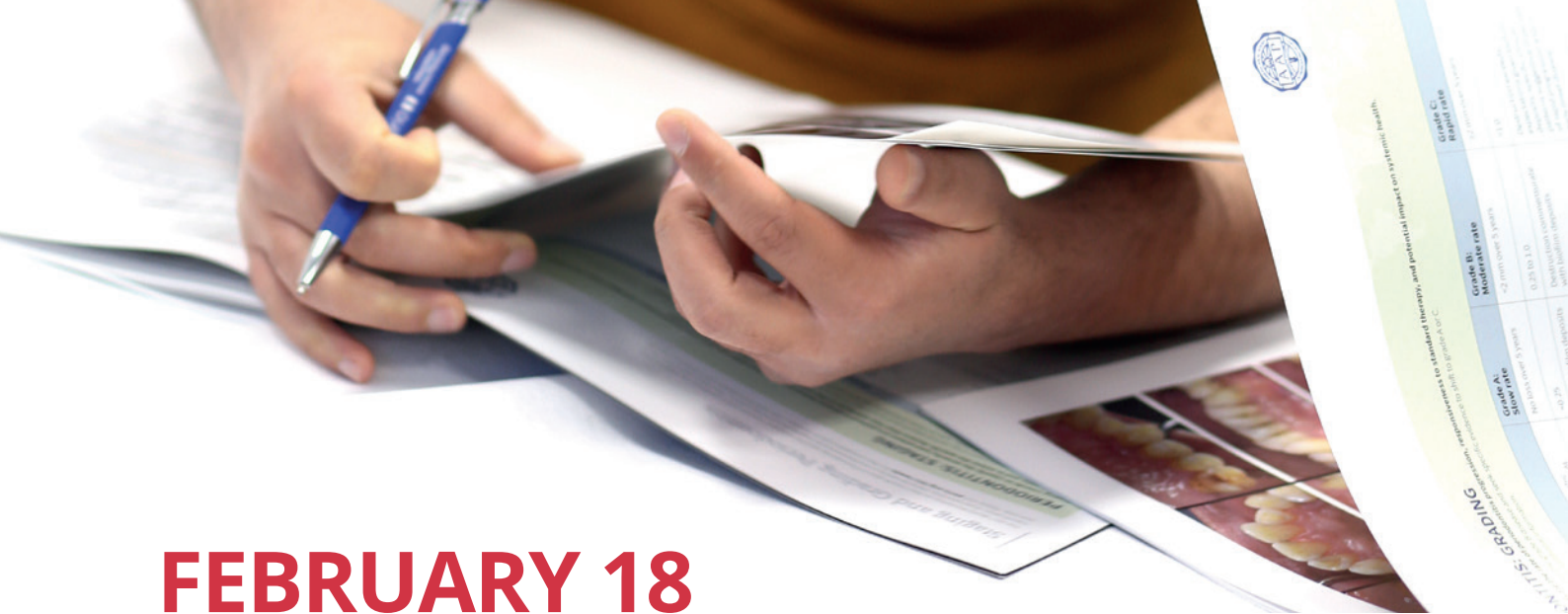
16:00 - 19:00

Organizing the “journey” of the periodontal patient in our practice – from the first diagnosis to follow-up

- How to explain periodontal issues to the patient
- How to help the patient perceive the value of periodontal therapy
- How to present a cost estimate for periodontal therapy to the patient
- How to organize the sequence of appointments according to EFP guidelines

del Paziente Parodontale





FEBRUARY 18

09:00 - 10:30

PRACTICAL EXERCISES

- Presenting periodontal treatment to the patient: Role Play
- Preparing the presentation for the patient
- Presenting the cost estimate and payment plan to the patient: Role Play

10:30 - 11:00

Coffee break

11:00 - 13:00

Pricing periodontal therapy – *Organizational methods*
Pricing periodontal therapy – *How to get paid*

13:00 - 14:00

Lunch

14:00 - 16:00

How to organize follow-up: *Clinical, managerial, and organizational strategies*

Reframing Periodontal Care: Communication and Fee Strategies for Effective Patient Engagement

1 Summary
 © George Pappa, D.D.S., M.D.
 Michele Meehan, D.D.S.
 Thomas Meehan, D.D.S., M.D.
 Susanna Aho, D.D.S., M.D., Ph.D.

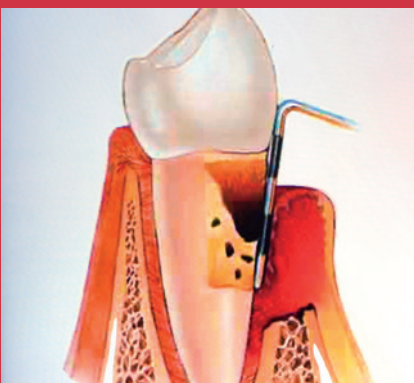
Reframing Periodontal Care: Communication and Fee Strategies for Effective Patient Engagement

Periodontal therapy involves a combination of dental practices. However, effectively engaging periodontitis patients to begin the continuum of care can be challenging. This often presents a communication barrier and an opportunity for the dental practice to engage and educate patients on the importance of periodontal care. This presentation will discuss the importance of patient education, communication, and patient engagement. By emphasizing prevention and patient education, the periodontal practice can improve patient compliance and patient satisfaction. This presentation will discuss the importance of patient education, communication, and patient engagement. This presentation will discuss the importance of patient education, communication, and patient engagement.

There are two fundamental approaches to periodontal care: the traditional approach and the reframed approach. The traditional approach is based on a clinical focus on the disease process, while the reframed approach is based on a patient-centered focus on the patient's experience and needs. The reframed approach is based on a patient-centered focus on the patient's experience and needs. The reframed approach is based on a patient-centered focus on the patient's experience and needs.



Understanding the patient's perspective is key to reframing periodontal care. The patient's perspective is key to reframing periodontal care. The patient's perspective is key to reframing periodontal care. The patient's perspective is key to reframing periodontal care. The patient's perspective is key to reframing periodontal care. The patient's perspective is key to reframing periodontal care.





WHAT IS INCLUDED

At the end of the course, each participant will receive material to illustrate periodontal treatment to patients according to the course guidelines:



Handouts with PPT or Keynote templates



Mutual commitment contract for treatment



Informational documents for patients on the therapeutic pathway



REGISTRATION

REGISTRATION FEES

Dentist

1200 € + IVA 22 % upon registration

Dentist + one team member

1500 € + IVA 22 % upon registration

Dentist + two team members (hygienist, office manager)

1800 € + IVA 22 % upon registration

It is recommended to involve at least one staff member.

Location

iPerio Education
Via XX Settembre 119
29121 Piacenza - Italy

* As this is a limited-capacity course,
in order to guarantee participation,
payment must be made in a single installment.

Payment method

Bank transfer payable to iPerio Education
IBAN: IT66G0515612600CC0000042384
SWIFT: BCPCIT2P
Reason for payment:: PERIOMANAGEMENT

Registration contacts

Email: education@iperio.org
Whats App: +39 342 839 8701

Language

EN

[Register here](#)



INFORMATION

BED & BREAKFAST

Domus San Martino
Via Roma, 51

Il Cortiletto
Via Roma, 155 A

Casa Michela
Corso V. Emanuele, 118

La Meridiana
Via Roma, 64

HOTEL

GrandeAlbergo Roma
Via Cittadella, 14

PARKING

Cavallerizza Parking
Stradone Farnese, 39
29121 Piacenza

San Francesco Parking
Via S.Francesco D'Assisi, 6
29121 Piacenza



EDUCATION

INTERNATIONAL PROGRAM

Prof. Giulio Rasperini

FEBRUARY 17-18 **COMPLEMENTARY**

PERIO MANAGEMENT

PLAN AHEAD - COMMUNICATE BETTER - WORK EFFICIENTLY!

FEBRUARY 19-20

PERIO FOUNDATION

LEVEL 1

THEORY AND PRACTICE ON
NON-SURGICAL PERIODONTAL TREATMENT
FOR DENTAL HYGIENISTS AND PERIODONTISTS

JUNE 28 - JULY 02

SURGICAL MASTERCLASS

LEVEL 2

PERIO FOUNDATIONS
PERIODONTAL REGENERATION
MUCOGINGIVAL PLASTIC SURGERY
RESECTIVE PERIODONTAL THERAPY
MULTIDISCIPLINARY APPROACH

NOVEMBER 18-19-20

ADVANCED TECHNIQUES

LEVEL 3

PERIODONTAL SURGICAL TECHNIQUES AND REGENERATION
INTERPROXIMAL ATTACHMENT REGENERATION
PAPILLA LOSS DIAGNOSIS CLASSIFICATION
PAPILLA GAIN SURGICAL TECHNIQUES



3 LEVELS
LIVE SURGERY
HANDS-ON
MICROSCOPE EXERCISES

SINGLE	PERIO FOUNDATION LEVEL 1	SURGICAL MASTERCLASS LEVEL 2	ADVANCED TECHNIQUES LEVEL 3
EARLY REGISTRATION	€ 1.200,00	€ 4.500,00	€ 3.500,00
REGULAR REGISTRATION	€ 1.500,00*	€ 5.000,00	€ 3.800,00
PACKAGES	PERIO FOUNDATION LEVEL 1 SURGICAL MASTERCLASS LEVEL 2	SURGICAL MASTERCLASS LEVEL 2 ADVANCED TECHNIQUES LEVEL 3	PERIO FOUNDATION LEVEL 1 SURGICAL MASTERCLASS LEVEL 2 ADVANCED TECHNIQUES LEVEL 3
EARLY REGISTRATION	€ 5.500,00	€ 7.500,00	€ 8.500,00
REGULAR REGISTRATION	€ 6.300,00	€ 8.300,00	€ 9.600,00
COMPLEMENTARY	COURSE PERIOMANAGEMENT FEBRUARY		
REGULAR REGISTRATION	€ 1.800,00**		

** Dentist + two team members (hygienist, office manager)

CHOOSE THE PACKAGE THAT BEST FITS YOU !

*For groups of three participants or more the fee € 900,00

SAVE THE TEETH

Save the date!

20
27 **PERIO**
FOUNDATION
LEVEL 1



FEBRUARY 13-14

20
27 **COURSE**
PERIOMANAGEMENT
FEBRUARY 17-18



FEBRUARY 17-18

20
27 **SURGICAL**
MASTERCLASS
LEVEL 2



JUNE 28 - JULY 02


20
27 **ADVANCED**
TECHNIQUES
LEVEL 3



NOVEMBER 18 - 20

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EDUCATION

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