

FEBRUARY 17-18

PLAN AHEAD - COMMUNICATE BETTER - WORK EFFICIENTLY!

FEBRUARY 17-18

COURSE

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

Periodontal Care: Patient and Fee Strategies

Effective Patient Engagement

Periodontal therapy remains a cornerstone of dental practice. However, effectively managing periodontitis patients throughout the continuum of care can be challenging. This article proposes a comprehensive framework and an integrated fee model designed to support evidence-based adherence. By emphasizing prevention and patient-centered care, the proposed approach aligns with the dominant reactive model, often focused on surgical interventions and the extraction of unsalvageable teeth. Indeed, this approach advocates for a shift toward a proactive, value-based paradigm that prioritizes periodontal health maintenance, aligns diagnosis and patient goals, and fosters sustained engagement throughout treatment. *Int J Periodontics Restorative Dent* 2024;45:629-636.

doi:10.1177/09022013241261836

There are two fundamental approaches to dental care, both shaped to some extent by cultural biases. The first is a reactive model where treatment is sought or provided only when symptoms arise. The second is a proactive model that promotes prevention, aiming to halt the progression of disease or maintaining the health of the body and its systems. Although clinical paradigms in therapy have long placed emphasis on the latter approach, the reactive model continues to

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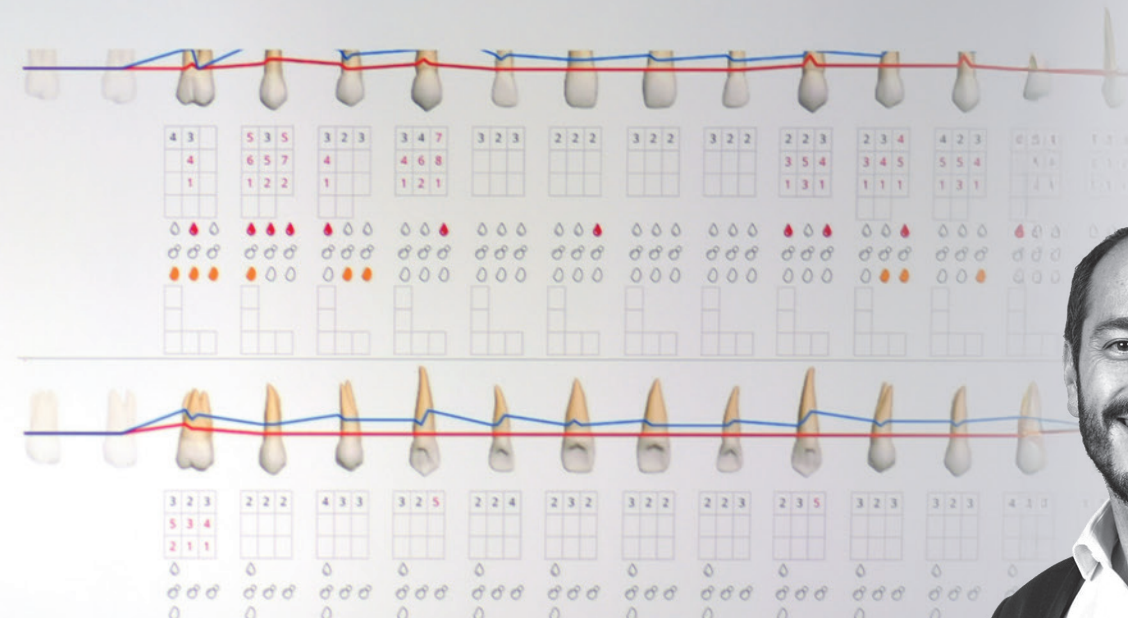
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- CLINICAL
- ORGANIZATION
- MANAGEMENT





SPEAKERS



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.**

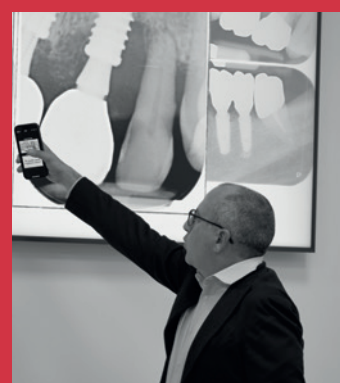
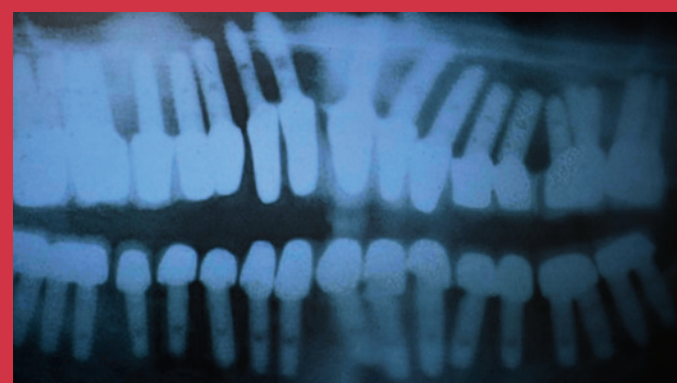
Dr. Giorgio Pagni

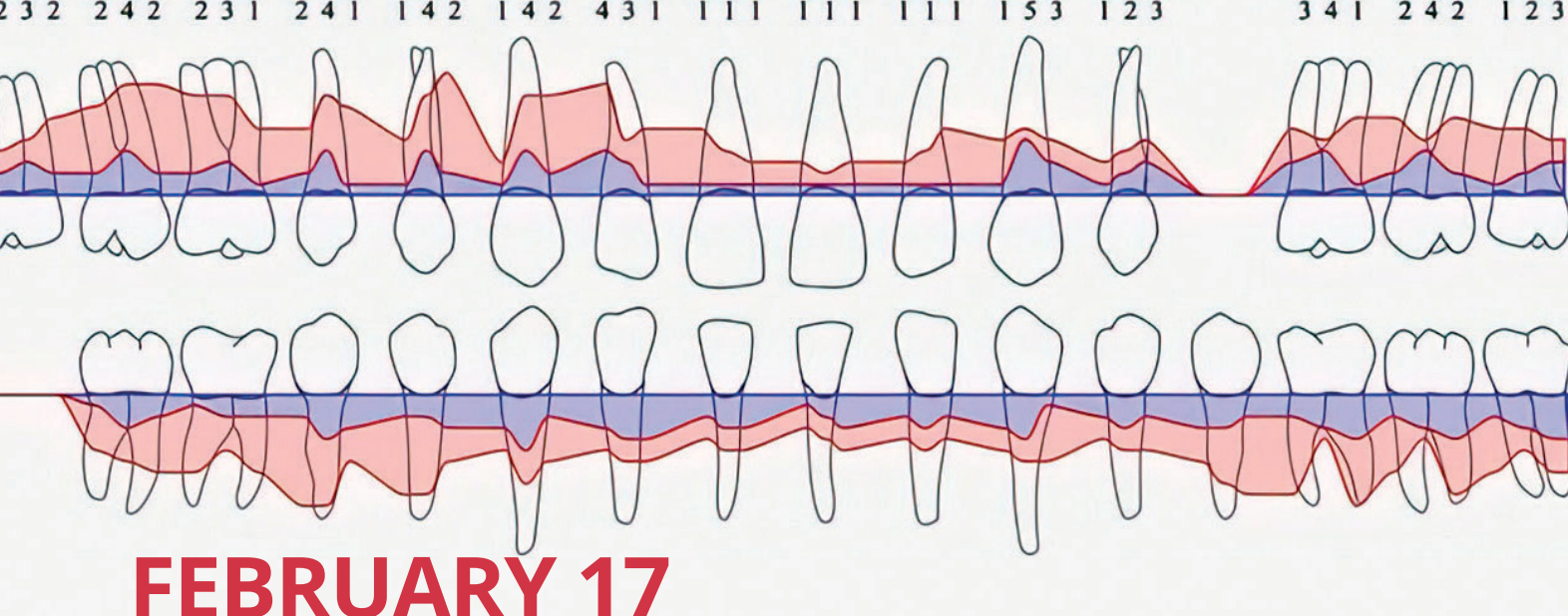
Giorgio Pagni is a Periodontist practicing in Florence, Italy and a Lecturer at Harvard School of Dental Medicine. He got his Master in Periodontics and Oral Medicine at the University of Michigan and is a Diplomate of the American Board of Periodontology. Co-Founder of iPerio, he is active member of 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.

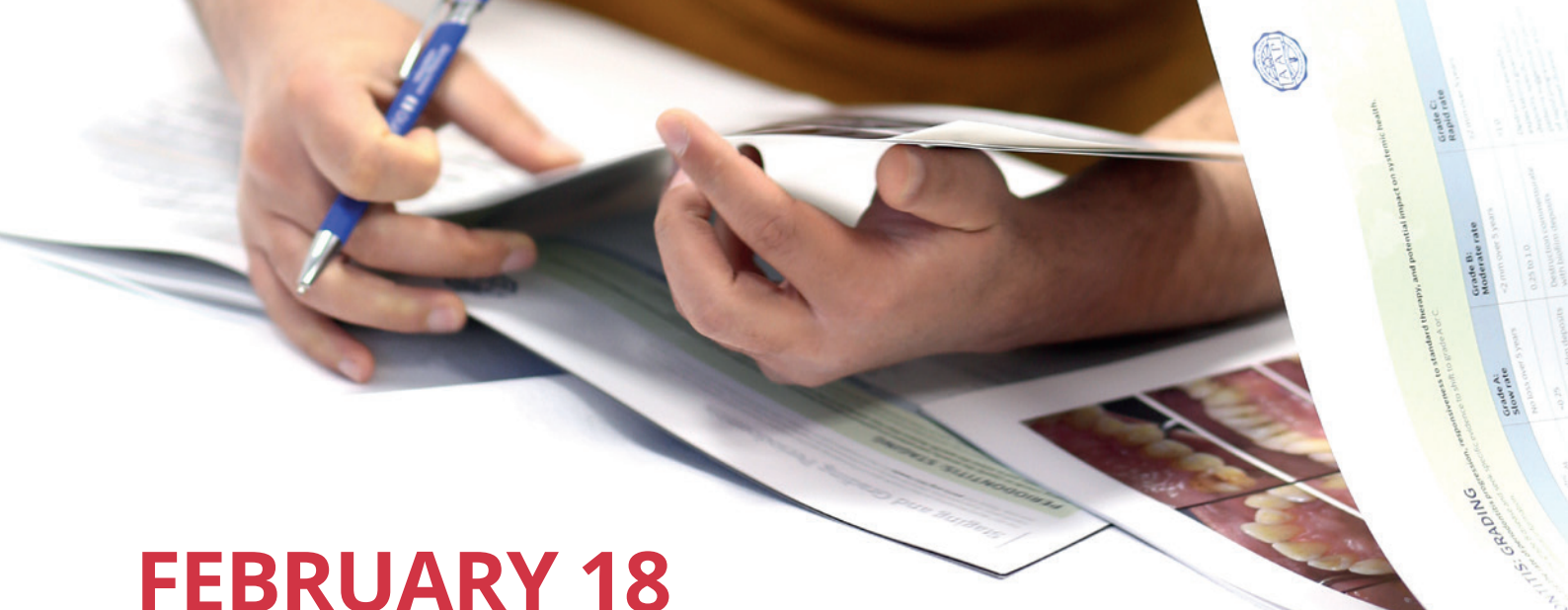
*The good doctor treats the disease;
the great doctor treats the patient who has the disease*





FEBRUARY 17

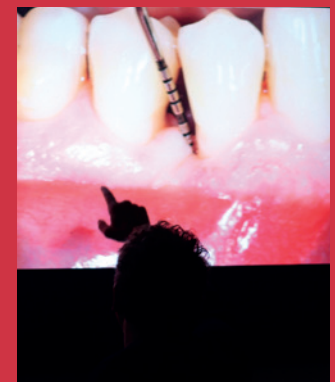
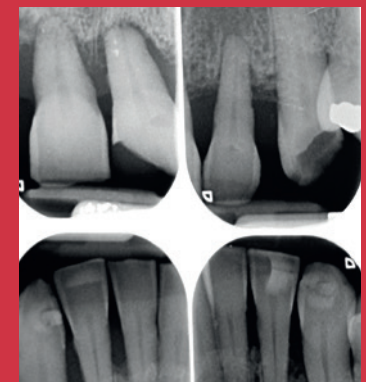
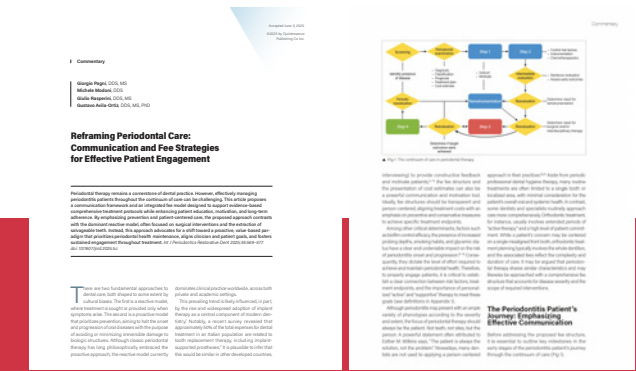
- 09:00 - 10:30** Periodontitis in Italy: epidemiological data and its impact on the dental profession in the coming years
- 10:30 - 11:00** Coffee break
- 11:00 - 13:00** How to organize a “perio-based” dental practice to make periodontology more profitable in our clinical reality
- 13:00 - 14:00** 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



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





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

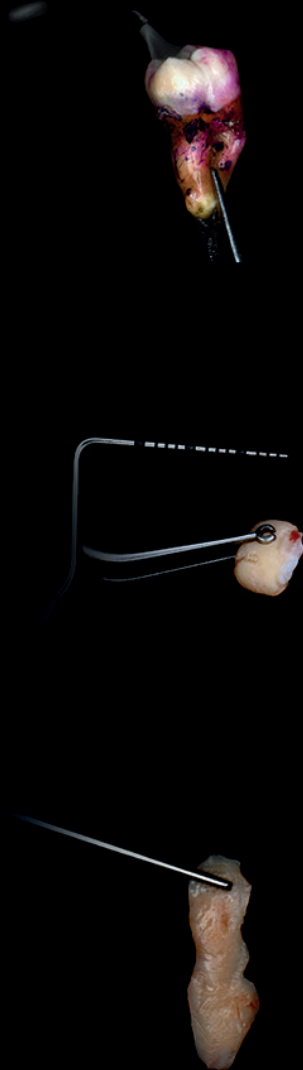
PERIO FOUNDATIONS
PERIODONTAL REGENERATION
MUCOGINGIVAL PLASTIC SURGERY
RESECTIVE PERIODONTAL THERAPY
MULTIDISCIPLINARY APPROACH

NOVEMBER 18-19-20

ADVANCED TECHNIQUES

LEVEL 3

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



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)

3 LEVELS
LIVE SURGERY
HANDS-ON
MICROSCOPE EXERCISES

CHOOSE THE PACKAGE THAT BEST FITS YOU !

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

NOTE

NOTE

SAVE THE TEETH

Save the date!

20
27 **PERIO**
FOUNDATION
LEVEL 1



FEBRUARY 19-20

20
27 **SURGICAL**
MASTERCLASS
LEVEL 2



JUNE 28 - JULY 02

20
27 **ADVANCED**
TECHNIQUES
LEVEL 3



NOVEMBER 18 - 20

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



FEBRUARY 17-18

*i*Perio 
E D U C A T I O N

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