

PACIFIC CAD CAM STUDY CLUB PRESENTS

DIGITAL DENTISTRY—SOCIAL MEDIA—WHAT YOU NEED TO KNOW



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UBC Dept. Of Dentistry, Clinical Prosthodontist at the BC Cancer
Agency. Private practice focused on complex Prosthodontics. Dr.
Ng works closely with emerging technology and has written a the-
sis as well as published numerous articles on the topic of digital
dentistry. Dr. Ng offers a perspective of the current technology that
is up-to-date and evidence based.

**9AM-12PM: DIGITAL DENTISTRY– DIAGNOSIS, TREATMENT PLANNING AND THE
CLINICAL WORKFLOW**

Digital aspects of dentistry have been used for decades, but recent advances have seen ap-
plications multiply exponentially. From front to back, digital aspects have caused revolu-
tionary change like never before. From restorative dentistry to implant surgery, technology
has improved treatment and drastically enriched predictability of outcomes. Dentistry is on
the brink of a digital awakening and knowledge of its capabilities is not only important, but
essential.

**1PM-4PM: SOCIAL MEDIA -WHAT IS IT, HOW TO USE IT, AND HOW IT CAN IMPROVE
YOUR PRACTICE.**

Social media is here and its influence on society, and modern dentistry, is undeniable. What is
the remarkable buzz that surrounds this topic? Is it a marketing tool or can it be a branding dis-
aster? Learn how these tools can build your office but also what safeguards are needed. Bring
your smartphones and tablets for a hands-on look at what some current trends are.

<u>Date</u>	Friday May 22, 2015, 9am-4pm		
<u>Location</u>	Patterson Education Centre; 6651 Fraserwood Pl., Richmond, BC		
<u>Costs</u>	Early Bird	Drs \$299	Staff \$99 (Lunch Included)
	After April 1st	Drs \$399	Staff \$199
<u>To register,</u>	send cheque to	Pacific Cad Cam Study Club c/o Dr. Ken Neuman 5970 Granville St., Vancouver, BC V6M 3E1	
<u>For credit card,</u>	contact	drkneuman@shaw.ca Cell: 604-916-5549	