

**STOP the Peri-Go-Round:  
Where Clinical Excellence and Patient Engagement Come Together!  
Presented by:  
Edie Gibson, RDH, MS**

Is your team *STUCK* in the *STUCK*ness of disengaged patients? Turning a “no” into a *YES* involves passion, integrity and unwavering confidence in your dentistry! This trio of traits will lead to improved patient engagement and help *stop* the dreaded “peri-go-round.” Keys for successful treatment presentation, effective communication and overcoming objections, along with the most current regenerative protocols, will be discussed. If you and your team are ready to help your patients move out of the *NO*zone and into your schedule, this course is for you! Upon completion of this course, participants should be able to:

- Understand evidence-based technologies that can help improve clinical outcomes
- Appreciate current perio/regenerative protocols critical to your patient’s health
- Develop engaging communication strategies that will help patients agree to the treatment they need and want
- Learn problem solving strategies for overcoming objections



**Edie Gibson is a charismatic,  
knowledge-wealthy trainer with  
a mission and passion to affect  
*CHANGE!***

Edie is a Registered Dental Hygienist that brings over 30 years of diverse, hands-on clinical and business expertise to the podium. She incorporates real world experiences and humor into all her programs, making difficult subjects fun, empowering, and thought provoking for the entire *TEAM!*

Edie is CEO of EGibson Consulting, Lecturer at Misch Implant Institute, and a Thought Leader/KOL for several prestigious dental companies. She is also a 2013 Sunstar RDH Award of Distinction recipient, a Registered Psychotherapist and a contributing author to the bestselling book, *Overcoming Mediocrity*.

Edie is passionate about elevating dental professionals through her motivational presentations. Get ready to be entertained and inspired to return to work *FIRED UP!*