

Enhance patient care  
and reduce your risk of a  
malpractice claim.

The CNA Dental Professional Liability  
Risk Management Seminar, developed  
by dentists for both dentists and their  
staff, will provide you with skills, tips and  
techniques to help you better manage  
patient care, as well as strengthen your  
leadership role in the practice.



**Presentation topics include:**

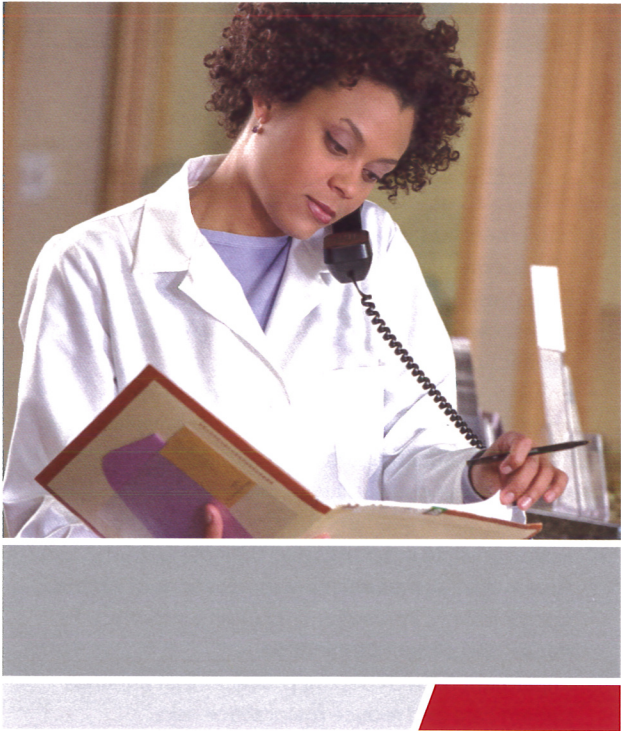
- Dental incident scenarios and examples.
- Claim trends and related considerations.
- Communication topics, principles and approaches.
- Adverse event issues, prevention and management.
- Record keeping and documentation practices.
- Informed consent and informed refusal procedures.
- Patient care/patient management risks.
- Emerging risk issues and much more.



Earn up to 4.5 hours  
of continuing  
education credit



Dental Professional  
Liability Risk  
Management Seminar



Presented by CNA, underwriter of  
The Professional Protector Plan®  
for Dentists



Approved PACE Program Provider  
FAGD/MAGD Credit  
Approval does not imply acceptance  
by a state or provincial board of dentistry  
or AGD endorsement.  
1/1/2015 to 12/31/2018  
Provider ID 209717.



Safe and effective dental care requires close attention to patient needs while managing the various risks associated with clinical practice. Implementing effective patient safety and risk management strategies to protect your patients and your practice can help to improve patient outcomes and minimize the possibility of a malpractice claim. Learn from the experiences of your colleagues, as our presentation and discussion of claim scenarios teach you and your staff about key risk exposures.

- Upon completion of this course, participants should gain knowledge to:
- Implement a team approach to patient safety and risk management practices.
  - Effectively apply the informed consent process to improve patient understanding, safety and satisfaction.
  - Enhance and apply skills and principles such as emotional intelligence, empathy and active listening to facilitate effective communication with patients, co-workers and colleagues.
  - Develop and implement methods to document and assess adverse outcomes and patient dissatisfaction.
  - Assess the risk management implications of various doctor-patient interactions, including informed refusal and patient termination.
  - Implement record keeping practices that enhance patient care and reduce malpractice risks.
  - Understand how the standard of care and negligence apply to dental professional liability.

One of the most comprehensive risk management programs available, the CNA Dental Professional Liability Risk Management Seminar is presented by a dentist with risk management experience and includes an update of state-specific issues by a local defense attorney.

By completing the seminar, attendees will earn up to 4.5 hours of continuing education credit.\*

This informative program will motivate you to assess your practice, apply critical thinking, make prudent choices that enhance patient care and help you to reduce your risk of a malpractice claim.

All dentists who are insured through the Professional Protector Plan® (PPP) for Dentists will receive a premium credit on their professional liability premium upon renewal for three consecutive years. Dentists not currently insured by the PPP may qualify for the credit if they purchase their coverage within one year of attending the seminar.



\*This may vary, according to review and approval by state boards of dentistry.

Please remember that only the relevant insurance policy can provide the actual terms, coverages, amounts, conditions and exclusions for an insured. All products and services may not be available in all states and may be subject to change without notice.

The Professional Protector Plan® is a registered trademark of B & B Protector Plans, Inc., a wholly owned subsidiary of Brown & Brown, Inc., Daytona Beach and Tampa, Florida, and is underwritten by Continental Casualty Company and National Fire Insurance Company of Hartford.

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We invite you to join the many dentists and staff who have improved their practices by attending a CNA seminar.

This seminar is sponsored by CNA on behalf of the PPP and will be hosted in your area by your PPP State Administrator agent.

Hosted By:  
Professional Insurance Programs  
(414) 277-0154 (Milwaukee)  
1-800-637-4676 (Outside Milwaukee)

Friday, September 11, 2015  
Registration 8:00 a.m. - 8:30 a.m.  
Seminar 8:30 a.m. - 1:00 p.m.

Rumble at the Harley-Davidson Museum®  
401 West Canal Street  
Milwaukee, WI 53201  
(877) 436-8738

Registration fee:  
\$95 per dentist and  
\$65 for dental staff

Speaker: Ronald R. Zentz, RPh, DDS

Directions:  
From West: I-94 East to Exit 1H  
Keep left to continue toward N 6th Street  
Follow signs for J Lovell Street –  
Turn right to merge onto N 6th Street  
Turn left onto W Canal Street  
Drive .5 miles the Museum will be on the right

From North: I-43 S to Exit 311  
Turn left onto 6th Street  
Follow traffic circle to continue onto 6th Street  
Turn right onto W Canal Street  
Museum will be on the right

From South: I-43 N to Exit 72A  
Turn right onto W Michigan Street  
Turn right onto N 6th Street  
Turn left onto W Canal Street  
Museum will be on the right

For questions or comments about seminar content, please contact CNA at 888-600-4776.

Help reduce your liability exposures. Register today.  
The seminar is open to all dentists, and staff members are encouraged to attend. However, space is limited and priority will be given to dentists.

Please print clearly when completing this form. List additional attendees on a separate sheet and attach to this form.

Name of individual attending	
Name of individual attending	
Name of individual attending	
Name of individual attending	
Address line 1	
Address line 2	
City, State, Zip code	
Area code and daytime telephone number	
Number of dentists attending	Number of staff attending
Total payment enclosed	

If insufficient enrollment results in cancellation of the seminar, registration fees will be returned.

Registration Deadline: August 30, 2015

Registration Fee:  
\$95 Dentists  
\$65 Dental Office Staff

Make Checks Payable to:  
Professional Insurance Programs

Mail this portion of your registration form and check to: Professional Insurance Programs  
6737 West Washington Street, Suite 2360  
WestAllis, WI 53214

Cancellations received through August 28 will receive a full refund. Cancellations received September 4 and after will receive ½ fee.