

Bringing Patient and Product Together

Date and Venue:
Tuesday 11th November, 2014
Alverton Hotel, Truro

Course Organiser:
Carrie Bradburn, Dental Postgraduate Tutor

Course Lecturers:
Kit Maher
Carol Brooking
Cascade

Programme

09.00 – 09.30	Registration and Tea/Coffee
09.30 -10.45	The links between ethical sales and informed consent
10.45 - 11.15	Tea/Coffee
11.15 -12.30	What motivates people to make the choices they do?
12.30 – 13.30	Lunch
13.30 – 14.45	Promote a product's features and it's benefits
14.45 – 15.15	Tea/Coffee
15.15 – 16.30	How 'values' differ in patients
16.30	Close

Aim:- To explore the elements and practicalities of informed consent and ethical selling

Objectives:- By the end of the course participants will:-

Understand the links between ethical sales and informed consent
Know what motivates people to make the choices they do
Be able to promote a product's features and it's benefits
Understand how 'values' differ in patients and how to make best use of them