



An Affiliate of the American Academy of Cosmetic Dentistry

New England Academy of Cosmetic Dentistry

Dr. Michael Sonick

“Treating People Not Patients”

Saturday, March 29, 2025

Straumann Group USA

60 Minuteman Road, Andover MA 01810

7:15 AM:Breakfast/Registration; 8 AM Course begins; Lunch Included

\$295.00 (NEACD 2025 members) 150.00 (staff) 395.00 (non-members)

**BARGAIN RATE FOR MEMBERS
STILL ONLY \$295**

Please complete this form and return to:

NEACD

201 Needletree Lane, Glastonbury, CT 06033

or email: info@NEACD.com

Name: _____ DDS DMD

(Please Print Neatly)

Office Address: _____

City, State, Zip _____

Phone: (Office) _____ (Cell) _____

Email: _____

AGD Number: _____

Names of staff members attending: _____

____ Enclosed is my check made out to NEACD for \$ _____

____ I prefer to pay by credit card: amount \$ _____

Credit card number _____ Exp. Date _____

Signature _____ CVV: _____ Date _____

BILLING ZIPCODE REQUIRED: _____

Bring the whole team to this course and watch your case acceptance, bottom line, and staff and patient happiness all improve.



Dr. Michael Sonick

“Treating People Not Patients”



Course Description:

Ideal dental care should involve treatment of the entire patient. However, this is not always the case. Health care providers are often taught to perform procedures, not comprehensive patient care. Dental school training focuses on the mastery of individual skills and technical procedures, not human relationships.

Our mission is to establish healthy relationships based on trust and shared decision-making among the patient, doctor, and staff.

Achieving acceptance of treatment that is in the patient's best interest and that aligns with their goals involves an approach that differs greatly from the traditional report of findings and a list of procedures. Dr Sonick will review the important patient communication techniques that have allowed him to build a successful practice where over 90% of his patients say yes to comprehensive dental treatment. Decades of experience and study allow him to present intriguing cases, but equally importantly, he will guide you through aspects of office design and team-building that are essential to a patient-centered environment.

Learning Objectives:

- How to establish Rapport, Trust and Engagement with the patient
- Become a master communicator through story
- NLP (NeuroLinguistic Programming) Models for Communication, Framing, Utilizing Motivation Triggers
- Learn how to create a first-class impeccable office environment
- Build a servant hearted team that provides a WOW experience
- How to achieve greater patient acceptance of comprehensive treatment

Refund Policy: Refunds will be given 30 days prior to the course minus a \$75.00 processing fee. Course attendance earns 8 CEU lecture credit hours



New England Academy of Cosmetic Dentistry
Nationally Approved PACE Program Provider for FAGD/MAGD credit.
Approval does not imply acceptance by any regulatory authority or AGD endorsement. Jan. 1, 2023 to Dec. 31, 2025 Provider ID #208142