

DENTAL IMPLANT CASE ACCEPTANCE: STRATEGIES FOR SUCCESS

Straumann®

BLUEPRINT

Planning with growth in mind

FRIDAY, NOVEMBER 6, 2026

8:00AM–8:30AM Registration
8:30AM–3:30PM Program

LEARNING OBJECTIVES

- Understand the psychological and emotional factors influencing patient decisions
- Master the art of presenting implant cases with clarity and confidence
- Learn how to tailor conversations and consultations to individual patient needs and values
- Explore financial strategies and third-party options to reduce cost barriers
- Discover tools to enhance patient engagement and understanding

PROGRAM DESCRIPTION

This comprehensive course is designed to empower dental professionals with the skills and strategies needed to increase patient acceptance of dental implant treatment. Through a combination of clinical insight, communication techniques, and proven case presentation methods, participants will learn how to effectively educate patients, overcome objections, and build trust throughout the treatment journey.

FIRST TIME USING SKILL?

Register for a new user account at Skill.straumann.com. Once registered it's fast and easy to book yourself to a course, starting with the URL or QR code above. Your Bookings, CE credits and Course Purchases will be in your SKILL account.

	LOCATION	Straumann NAM 60 Minuteman Road Andover, MA 01810
	SPEAKER	Heather Land
	AUDIENCE	Clinician, Treatment Coordinator, Practice Manager
	AGD CODE	550
	SAC	Straightforward
	TYPE	Lecture
	CE HOURS	6.0 hours
	TUITION	\$895.00 USD Payable to Straumann Treatment Coordinator and Office Manager included in \$895 (Discount codes to be provided for TC & OM) Any additional staff \$295.00



Click here or scan QR to register



Straumann Group
Nationally Approved PACE Program Provider
for FAGD/MAGD credit.
Approval does not imply acceptance by
any regulatory authority or AGD endorsement.
6/1/2024 to 5/31/2028
Provider ID# 210303





SPEAKER

Heather Land, With more than 22 years of experience in dental leadership, sales, marketing, consulting, and education, Heather specializes in driving sustainable practice growth through innovative clinical, operational, and business strategies. Her expertise centers on implant patient conversion, team engagement, and creating scalable growth models that enhance both patient experience and practice performance.

Heather designs and implements comprehensive programs that optimize case acceptance by aligning clinical excellence, patient communication, workflow integration, and organizational strategy. She is recognized for developing high-impact training models that empower the entire dental team to influence patient decision-making throughout the treatment journey.

As an expert in patient engagement, referral development, and partnership strategy, Heather builds collaborative frameworks that connect clinical objectives with business performance, helping organizations unlock same-store growth opportunities within their existing patient base. Her unique combination of technical expertise, strategic insight, and operational leadership delivers a holistic approach to implant growth, patient conversion, and organizational success.

Straumann North American Headquarters

Straumann USA, LLC
60 Minuteman Road
Andover, MA 01810
Phone 800/448 8168 (US) • 800/363 4024 (CA)
Fax 978/747 2490
www.straumann.us • www.straumann.ca

Registration Policy

- Registrations are taken on a first come, first serve basis
- Registrations are not considered final until payment is received
- Your registration will be confirmed by email within two weeks of receipt
- Partial payment cannot be accepted

Cancellation and Refund Policy

- Cancellation made 30 days or more before the course starts: Full refund
- Cancellation made 15-29 days before the course starts: 50% of the course fee will be refunded
- Cancellation made 0-14 days before the course starts: No refund

Straumann reserves the right to cancel courses that do not meet minimum enrollment. The course fee will be refunded, in full, within two weeks of the cancelled course date. Attendance is not confirmed until attendee has received a letter of confirmation from the Straumann Education Department.