
52ND
ANNUAL
RONALD HENDERSON
SYMPOSIUM

2019

**“The Realities of
Patient Care in the
Connected Age of
Social Media”**

Guest Lecturer

Jesse Miller MA. PgDip

DATE & TIME

Friday, December 13, 2019

8:00 AM Registration

8:30 AM Start

LOCATION

Twig Auditorium located in the
Hinshaw Education Center at
Rochester General Hospital
1425 Portland Avenue
Rochester, NY 14621

PARKING

Convenient parking is available in the
hospital garage off Portland Avenue.

Parking will be validated.

REGISTRATION INFORMATION

(Includes Continental Breakfast & Lunch)

Registration and payment must be made 1 week prior.
No refunds will be made for cancellations after that date.

Dentist	\$300
Resident	\$60
Auxiliary Staff	\$135

To Register:

Please call 585-922-5465

Toll Free: 1-877-922-5465

*Payment by credit card only: Mastercard, Visa,
Discover, or American Express*

CONTINUING EDUCATION CREDIT

*This course has been approved for
6 hours of NYS and AGD credit.*

Sponsored by:

The Pluta Dental Center and the
Department of Dentistry at
Riedman Health Center

Jesse Miller, MA, PgDip

Jesse Miller MA. PgDip is an international speaker who is recognized as an authority on the topics of Internet safety, social media awareness and communication trends.

In the dental field, Jesse has been a keynote speaker at the Pacific Dental Conference in Vancouver, a featured speaker at the American Academy of Esthetic Dentistry meeting, a guest lecturer at the University of British Columbia, and a speaker at the American Academy of Oral & Maxillofacial Surgery meeting in Chicago. Jesse has been recently added to the Seattle Study Club Business Academy teaching network and has been featured by dental companies across Canada as a professional development resource. Jesse currently hosts an online course for the British Columbia Dental Association routed from his lecture series supporting study clubs and conferences across North America. His approach to educating the use of social media within healthcare focuses on how the use of mobile technology impacts patient care and the health and wellness of the workplace.

Jesse is in high demand as a keynote speaker on the topics of social media awareness, social networking behavior, and online content evaluation. The majority of his engagements are social media awareness presentations within education networks including primary, secondary, and post-secondary environments and because of this unique audience, his presentations are continually developing with emerging trends as social media itself evolves.

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December 13th, 2019

“The Realities of Patient Care in the Connected Age of Social Media”

Jesse Miller MA. PgDip

MORNING - 90 Minutes

Introduction to Social Media Communications:

- Social Media and Dentistry - Realities and Emerging Best-Practices
- Overview of social media platforms and Internet culture
- Known issues in Dental-world surrounding social media use and abuse
- Discussion of how and when social media can be used to promote practice
- Foundational media-literacy discussion with hands on walk-through including roundtable of current use by participating dentists

MID-MORNING -90 Minutes

Social Media Risk Assessments:

- Managing Dental Practice Communications and Establishing Policy for Patients and Staff
- Practice Management - how to risk-assess using social media
- Exploring policy to mitigate emerging communication issues with staff and patients
- Understanding current communication expectations - specific to state/federal regulations

AFTERNOON - 60 Minutes

Brand Management & Addressing Professional vs. Personal Social Sharing:

- Using Social Media to engage dental practice brand
- Template Policy development for participants with policy suggestions and recommendations for practice management
- Educating staff about social media best practices and understanding the needs/risks of personal communications in the workplace.

CLOSING - 90 Minutes

Policy Review and Human Resources Best-Practices:

- Finalize policies for both staff and patient communications
- Discuss concerns about online representations of dental practice online from both staff and patients
- Closing notes on sourced examples
- Closing Q&A

BREAK - 15 minutes

LUNCH - 60 Minutes

BREAK - 15 Minutes