



Dr. Paul Henny is a 1984 graduate of the University of Michigan School of Dentistry. He has been part of the teaching faculties of the University Kentucky, University of Washington dental schools, as well as The Pankey Institute. In 1998, Paul co-founded the Bob Barkley Study Club to help other dentists learn more about the key behavioral aspects of successful dental practices. Dr. Henny is currently the managing editor and lead writer of [codiscovery.com](http://codiscovery.com) a behavioral dentistry blog and resource archive. His writing has been published in Dental Economics, Dentistry Today, and most recently in Dental Sleep Practices magazine. Dr. Henny lectures nationally as well as practices health-centered restorative, and esthetic in Roanoke, Virginia.

## Co-Discovery: What, When, and Why

Sponsored by: 

This one-day conversation will be centered around how to best bring each new patient into and through your practice. More specifically, the approaches presented will be in opposition to a “one-size-fits-all, my way or the highway” method. This information is intended for dentists who are interested in transitioning their practice into a lower volume, relationship-based, and health-centered comprehensive care model.

The content of this discussion will be derived from the neuroscience, and psychology literature which supports how people best learn, and therefore how to best help others make better decisions regarding their complex dental, and overall health issues.

This presentation will include a review of brain anatomy and function, for the purpose of helping participants understand the way we do things, often has a much greater influence on others’ decision-making and behavior, than the actual information we are attempting to convey.

Our limbic system and memories drive our behavior on the subconscious level, and unless we take this truth into account, we will struggle to facilitate the higher-brain functioning necessary for deeper understanding, better decision-making and collaboration, as well as create the commitment necessary for a person to proceed with large, complex, interdisciplinary casework. Additionally, this discussion will cover the relevant work of research and clinical psychologists Carl Jung, PhD, Carl Rogers, PhD, Erik Erikson, PhD, and Jean Piaget, PhD.

Finally, I will share with you how Bob Barkley, DDS applied this knowledge - amazingly before he had any neuroscience research to back up the validity of his approach – as well as how you too can successfully apply these concepts in our practices today.

Meeting objectives: To help each participant to:

1. Better understand how the brain works and therefore how to leverage this knowledge to optimally structure each interaction with each patient.
2. Lead patients toward better decision-making, and therefore increase practice profitability.
3. Understand the Three Phase Adult Education process and why each step is so valuable.
4. Understand WHEN to use Three Phase Adult Education and WHEN NOT to use it.
5. Better understand how patients make decisions based on the principles of neuroeconomics and psychoneuroendocrinology.
6. Understand how the profession of dentistry is changing, and how these concepts are essential to every dentist who aspires to create a truly relationship-based, health-centered practice.

**Friday, November 15, 2019 8:00am-4:00pm**  
**Light Breakfast & Lunch Provided**  
**Location: Ft. Orange Club, Albany**

**7 Continuing Education Credits**



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