



## Marketing Dental Laserology: Where we have been, where we are, and where we are going?

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### Abstract:

Marketing is defined as the process or technique of promoting, selling, and distributing a product or service. Dentists should understand that marketing dental laser is a much broader term than what is typically thought of as advertising and promotion. Laser dental care is possible in all of the disciplines of dentistry. The public has an expectation that their dentist should be up to date and wants the most modern, advanced care possible. The public is made aware of this by various media, and the word laser has power because patients want and trust doctors offering advanced technology. Dentists and their staffs can successfully integrate the use of lasers into the everyday practice of dentistry. The clinician must be familiar with the fundamentals of laser physics and tissue interaction so that the proper laser device is used to obtain the treatment objective safely and effectively. Education, training, and marketing laser dentistry takes planning and time. The questions of fees, insurance involvement, and how offices will recoup the investment of lasers should be thoroughly planned and discussed. The pride and excitement of being on the cutting edge of dentistry and financial incentives make it more possible than ever to implement the use of lasers. Clinical competence in any area of dentistry appears to require a combination



of education and clinical experience. This lecture features topics of laser science, tissue interaction, types & uses of lasers in dentistry that provide the foundation for the many applications of the use of lasers in dentistry.

### Biography:

Nagy Abdulsamee worked as an Consultant Prosthodontics and currently he is the Professor and Chairman of Dental Biomaterials, College of Oral and Dental Medicine, Modern University for Technology and Information, Egypt.

### Publication of speakers:

1. Nagy Abdulsamee. Fiber Laser Revolution from Industry to Dentistry: Changing Perspectives. Review.

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