



# Dentistry has a *Heart*

Cardiovascular disease is preventable in many patients. It is estimated that 70% of the adult population in the United States has periodontal disease.

Chronic inflammation, of which **periodontal disease** is the most common, is a **leading risk factor in developing heart disease**. Genetic testing has determined that the plaque that builds up below the gumline is the same plaque that deposits in the arteries and causes atherosclerosis.

Periodontal disease is a leading risk factor in developing heart disease. Your patients want to prevent health problems. *You can help them.*

## Course Objective:

- ♥ Why promote Dentistry has a Heart month
- ♥ The Oral Systemic Connection
- ♥ Marketing to Cardiologists/Physicians
- ♥ Marketing to the moms in the practice
- ♥ Hygiene appointment verbal skills

