



**International College of Prosthodontists**  
**19<sup>th</sup> Biennial Scientific Session - VIRTUAL - September 22 – 25, 2021**

**Program Speaker – Alexandre Georjon**

**Title**

Dentistry 4.0: The Future of Patient Centricity

**Abstract**

Dentistry 4.0 is about the perfect patient funnel: having a qualitative patient flow and assure high patient acceptance and satisfaction rates. Considering the competitive pressure among practices and the amount of information available to patients, how do you best communicate your specialisation? And how do you get the patients that you want?

Patients nowadays are shopping for the best offer and often select their treatment provider based on the lowest price rather than the best value. Still, aggressive pricing is not the way to build a reputation, but delivering the best possible value for a subgroup of patients is. This evolution implies that dentists must work to attract the right patients, capture their expectations and indications, effectively communicate their treatment options, and convince them with a competitive offer while maintaining the highest level of trust.

In other words, in our session, we will explore the fundamentals and technology that will help practices translate their clinical competencies and available assets into a structured approach to get the perfect patient funnel using the example of a dental implant provider.

**Biography**

Alexandre Georjon is passionate about innovative and forward-thinking dentistry.

After 10+ years in dental at the international level, Alexandre decided to share his acquired knowledge and experience. His mission is to make it easier for patients to make an informed decision about their dental implant care and promote quality implant dentists. He founded Teeth4all in 2019, a non-profit organisation, while working and becoming a dad for the second time. His motivation came from personally having helped several friends and family members on their journey to get dental implants and understanding their struggles.

Alexandre holds a MSc in International Marketing and Business, from the universities of Leeds (UK) and Geneva (CH). Being interested in quality care, he started out his career by developing the businesses of innovative healthcare companies. Whereof, dental became the focus of his career.

Part of Alexandre's daily work is to discuss with dental experts, practice owners and patients, which is when speaking five languages comes in handy. Alexandre is in fact a dual-national. He is now based

in Switzerland, but has also worked in the UK, France, and the US, which has made him acquire a global perspective of dentistry.

In addition to being the CEO of Teeth4all, Alexandre works for a medical device company called Regedent, specialised in dental regeneration.